

# Southern HARDWARE

**"I knew why my bale had won"**

writes L. M. Kissell, Springfield, Ohio

"I honestly believe that the MM  
**Bale-O-Matic** had as much to do  
with producing this quality bale and  
winning the awards as the hay itself!"

## 1<sup>ST</sup> PRIZE ALFALFA HAY CLASS GRAND CHAMPION, ALL HAY EXHIBITS

INTERNATIONAL LIVESTOCK AND GRAIN SHOW, CHICAGO, 1951

"When we opened one of my bales, I knew why my bale had won," writes L. M. Kissell, whose prize-winning hay was baled with an MM Bale-O-Matic. "The alfalfa had a fresh, perfume-like odor, unfaded green color with purple blossoms intact, and approximately 90-95% leaf retention. Few leaves fell out when the slices were spread apart. It was hay to be proud of, and I was!"

Farmers everywhere, save time and manpower, cut haying costs to an all-time low... boost haying profits to an all-time high with the MM Bale-O-Matic. AND, with a Bale-O-Matic, they get that important MM EXTRA of a baler that really stands up under rugged field operations. They get quality MM construction that pays such big dividends in longer machinery-life, lower-cost machinery operation.

Only the



**Bale-O-Matic**

offers you all these advantages!

- Wire-tied bales that can't come loose.
- Square-cornered bales, easier to store, easier to handle, easier to feed.
- Every bale the same size.
- Drops bales ON-THE-GO, and MM bales stay tied.
- No double tripping.
- No wire ends fall into bale or field.
- MM Uni-Matic Power available hydraulically to raise or lower efficient pick-up mechanism.
- Can be used as stationary baler without adjustments.
- Rugged MM construction assures years and years of efficient, trouble-free service.

If there is not an MM dealer in your community—write for Franchise facts today.



Easy to pull, easy for one man to operate—the MM Bale-O-Matic can cut haying costs to an all-time low—boost profits to an all-time high!



**MINNEAPOLIS-MOLINE** MINNEAPOLIS 1, MINNESOTA

# Red Devil

introduces

## NEW TWIN-BRUSH FP-33 FLOOR CONDITIONER

*Designed* WITH THE WOMAN IN MIND



Now, as the demand for home floor machines reaches an all-time record, Red Devil adds the newest type to its well-known line ... a complete, versatile floor conditioning unit designed to include every feature desired by women—plus bonus features backed by Red Devil's reputation for leadership in floor conditioning machines.

It's handsome, compact, light and versatile. At the snap of a switch the FP-33 polishes—or buffs—or waxes. Twin 6-inch

brushes spin in opposite directions—eliminate tendency to side-slip. The FP-33 moves in the direction it's *guided*: Snap on a different attachment and it will scrub or sand at its owner's command.

All floors yield to a beauty treatment by Red Devil's FP-33. It preserves and beautifies wood, linoleum, rubber, terrazzo, tile and concrete.

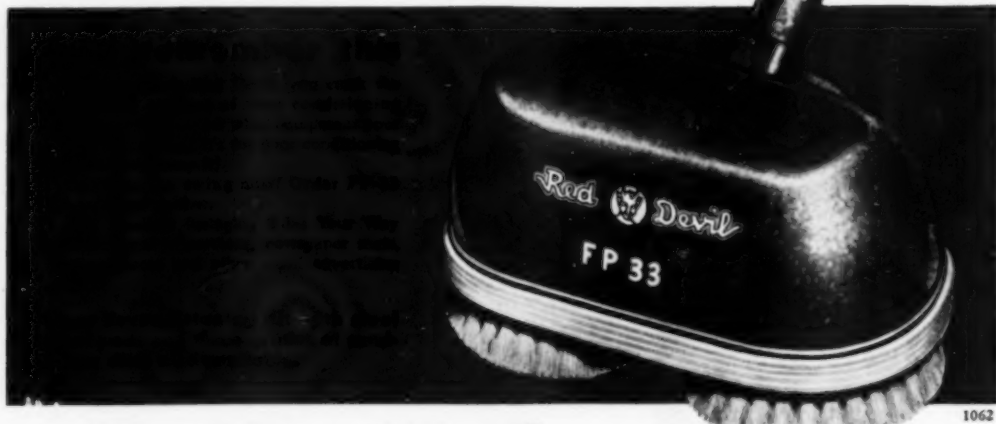
And here are more looked-for features that will make the FP-33 the fastest selling floor-conditioner on the market:



- ★ Leaves a full 12-inch swath of polished surface for each forward stroke.
- ★ Easier to use than a vacuum cleaner. Weighs only 19 lbs.
- ★ Powerful 1/4 H.P. motor—Underwriters Approved.
- ★ White plastic bumper for furniture protection and eye-appeal.

See us at Booth 32, National Hardware Show

**FP-33**  
**\$64.50**  
retail



1062

## Red Devil Tools.

IRVINGTON 11, NEW JERSEY, U. S. A.



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Volume 121

Number 11



# Familiar scene when you stock BETHLEHEM FENCE



Advertisements like these, appearing regularly in regional farm papers, catch fence buyers' attention.



Loaded for delivery or displayed in your store, Bethlehem Fence looks good. Properly installed on a customer's farm, it looks even better. More important, Bethlehem Fence lives up to its looks.

Inspect the tried-and-proved hinge joints, the tough steel wires, the smooth zinc coating that fights off rust. You'll see why Bethlehem Fence pays off in *extra* years of durable service.

And here's another reason for selling Bethlehem Fence. Your customers know the Bethlehem emblem, recognize it as a promise of superior farm products.

Bethlehem Fence is made in all standard styles and sizes. It goes up faster and lasts longer when it's installed on sturdy, easy-to-drive Bethlehem Steel Posts.

Talk over your fence needs with your jobber today. And ask him about the other top-quality steel products shown below.

## BETHLEHEM STEEL COMPANY, BETHLEHEM, PA.

On the Pacific Coast Bethlehem products are sold by Bethlehem Pacific Coast Steel Corporation. Export Distributor: Bethlehem Steel Export Corporation





## There's no substitute for Opal!

It's America's most popular insect wire screening!  
Better looking, longer lasting, easier to install with exclusive  
Multi-Strand edge and precision-made, uniform mesh.  
For a real money making trio, stock galvanized Opal with those other  
two favorites . . . Aldura aluminum and Liberty bronze.



# new

## Stevens model 58 repeating shotgun

12 gauge... 3-shot... Bolt Action... Full Choke... Take-down

Here's a new, outstanding bolt action repeating shotgun scientifically planned in every detail, with advanced designing and modern features which set a new, high standard among shotguns of this type.

Model 58's precision machined trigger and sear assembly assure clean, crisp trigger pull. Its safety is tops in dependability. Newly designed clip magazine locks securely, yet allows quick insertion and removal. These features, combined with a streamlined walnut stock, glare-proof and rust-proof finish bolt and bolt handle, present in the new Model 58-12 gauge repeater the know-how of more than half a century of gun making.

Its low price makes it an exceptional value. Distribution is now being made to our wholesalers. Order from your distributor—NOW.

SAVAGE ARMS CORPORATION  
Firearms Division, Chicopee Falls, Mass.



new



Recoil lug fits against solid rear wall of stock inlet—recoil is absorbed by stock at its strongest point.

new



Black-tipped walnut stock with broad, tapered fore-arm and comfortable pistol grip is correctly proportioned for fast, smooth, swinging and pointing.



in Design  
in Features  
in Sales Appeal

and  
priced  
to sell

new



Precision machined trigger and sear assembly for clean, crisp trigger pull is enclosed in solid housing.

new



Simple, modernly designed bolt has patented hand-type double extractors, large locking lug, bolt handle swept back over trigger, and is fitted with a rear sighting rib for fast, accurate pointing.

new



Conveniently located thumb-control safety locks trigger, and is so designed that it is in the "on" position when drawn backward—cannot jar off.

new

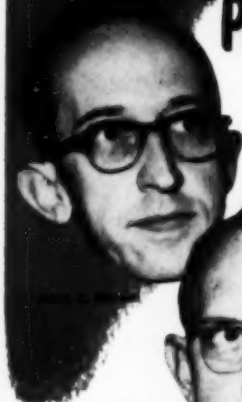


Improved, detachable clip-type magazine holds two 12 gauge, .54" shells which, with one in chamber, makes gun 3-shot repeater. Clip is fitted with rear guides for fast, easy insertion and removal. Newly designed magazine lock-spring holds it securely in place—cannot jar or shoot loose.

# Pee Gee Paints are quality products..

recognized as such by consumers who know and demand quality . . . "

Paul C. Scobee



CHAS. R. SCOBEE



**SCOBEE BROS. HARDWARE CO.**

INCORPORATED

LOUISVILLE 8, KENTUCKY

CHAS. R. SCOBEE

PAUL C. SCOBEE

## These dealers are proud to sell Pee Gee Paints!

And Pee Gee is proud of such mutually profitable dealer relationships built up through the years everywhere in the South.

The Pee Gee line is a quality line, kept abreast of the latest developments and trends by one of the industry's most progressive research laboratories.

We'd like to point out to you the many profit advantages of the Pee Gee line. Write now . . . some dealerships are open.

Peaslee-Gaulbert Paint & Var. Co.,  
Louisville, Kentucky.

Gentlemen:

When we opened for business in 1928 we put in a line of Pee-Gee Paints, and are happy to say that for the past 24 years we have been proud to have the opportunity to sell Pee-Gee Paints, Varnish, etc.

Pee-Gee Paints are quality products, and are recognized as such by consumers who know and demand quality rather than price.

We have had very pleasant associations with your good company, and feel that these relations have contributed in no small degree to whatever success we may have attained. We started off in a small way selling at retail to the home owner, and we are glad to say that our volume has grown many times since 1928.

Hoping we can enjoy another 24 years of pleasant relations, we are

Yours very truly,

SCOBEE BROS. HARDWARE CO.

*Paul C. Scobee*

# PEASLEE-GAULBERT

PAINT & VARNISH COMPANY

223 N. 15th Street, Louisville, Kentucky

Serving the South Since 1867



# NEW **Sunset** FACTORY

**To Speed Delivery of  
Sunset Fishing Lines...Everywhere**



**THERE'S A SUNSET LINE FOR EVERY FISHING NEED—AND FAST SERVICE WHEREVER YOU ARE**

SUNSET LINE & TWINE COMPANY takes pleasure in announcing the opening in January of a completely equipped modern factory, centrally located in Florence, Alabama, to speed service on Sunset fishing lines to the Southwest and all points east of the Mississippi.

The same high quality and variety of lines that Sunset has produced in California will be manufactured in the new southern mill.

Overnight deliveries to most southern cities... rapid service to the Midwest and East.

Remember that Sunset is the only manufacturer of fishing lines that can serve you from two mills. Call on Sunset for quick deliveries from whichever plant is nearest you.

## **SUNSET LINE & TWINE COMPANY**

Petaluma, California and Florence, Alabama





# CONSISTENT NATIONAL ADVERTISING

is telling your customers about the  
**HIGH QUALITY... REASONABLE PRICE**  
*of the entire*



*line!*

Boker Tree Brand Cutlery is popular...it's reasonably priced...it moves fast. Every item in the line is made of the finest cutlery steel. Each number is designed with your customer in mind. Good to look at...good to use...it means solid customer satisfaction. It will help build up your reputation for smart buying.

An attractive, hard-hitting *Saturday Evening Post* advertising program is telling your customers about the fine quality and reasonable prices of the entire BOKER Tree Brand line.

#### RANCHERO SET

An example of Boker Tree Brand advance in packaging and design for cutlery. Handy vinyl plastic zipper-closure carrying case. Moving fast everywhere. A marvelous gift item. Of course we have BOKER Tree Brand table cutlery in popular black and other styles of packaging.



#### POCKET KNIVES

Famous everywhere for fine steel and fine looks. The expert's choice. Hundreds of patterns to choose from.

#### DRESSMAKER SHEARS

And every other type scissors and shears...including Pinking Shears - quality all the way - priced to sell at a good profit.



**H. BOKER & CO., INC.**

*Established 1837*

**101 DUANE ST.,**

**NEW YORK 7, N. Y.**

# Eclipse

## ROTARY POWER MOWERS

introduce  
revolutionary advances

Loaded with advantages and features far beyond anything found in today's ordinary rotary mowers, these two new Eclipse models are here just in time to cut you a big share of the new high demand for power mowers forecast for 1953. Designed with the specialized skill that has made Eclipse the "buy-word" in mowers for over 50 years... these new models offer undreamed of safety, economy, trouble-free performance and maneuverability... just what your prospective buyers have been looking for.

➡ **ADD UP** these "PLUSES" ...and you'll know why there's more profit in featuring Eclipse

A complete line of hand and power mowers identified by the best known name in the business... exclusive and outstanding features... profitable accessories... nationwide acceptance... consistent powerful national advertising... an unmatched reputation for quality... a warranty with every model... outstanding dealer relations... availability of parts and service... hard hitting sales and promotion support in your local market and a lot more we would like to tell you when you...

➡ **WRITE** for the full story of Eclipse Lawn Mowers and the Eclipse Franchise

### THE ECLIPSE LAWN MOWER CO.

Division of Buffalo-Eclipse Corporation  
4911 Railroad Street    Prophetstown, Illinois

● Model names are registered trademarks of The Eclipse Lawn Mower Co.



Speedway 32"

**NEW**  
**POWER  
PROPELLED**

**NEW**  
**HAND  
PROPELLED**

convertible to power propulsion through addition of power-driven caster wheel.

### BOTH NEW ECLIPSE ROTARY MOWERS PROVIDE OUTSTANDING FEATURES

- 1 Extra safety of specially designed steel housing. Cutting knife does not project.
- 2 No windrows... no raking... mulches grass... spreads cuttings evenly... pulverizes leaves.
- 3 Convenient cutting height adjustment from 1 to 3 inches.
- 4 Exclusively designed cutting knife of hardened special carbon steel, full 20" cut.
- 5 Eclipse own shock absorbing coupling blade to engine.
- 6 Famous Eclipse Natural Grip adjustable tubular steel handle.
- 7 Power driven caster wheel turns full 180° (can be added later if desired.)
- 8 Correctly balanced weight for best performance.
- 9 Finger-tip throttle control and governor.
- 10 Finger-tip clutch control on power-propelled model.
- 11 Briggs & Stratton 4 cycle, 2 hp. vertical shaft type engine.
- 12 Uniform cut on lawns, weeds and heavy grass.



Vague 16" and 18"

Parkhound 21"

Rollaway 25"

Rocket 20"

Tornado 800-36"

Lark 18"

Model L 16" and 18"

# *it's a* **BETTER SALE.**

When you sell Wickwire Hardware Products you make a mutually better sale because Wickwire's unvarying high quality assures lasting customer satisfaction and continued customer good will.

With Wickwire Hardware Products you have good-will builders working overtime for you—fast-selling items that you can count on to give your customers long-lasting reliable service. Cash in on the profitable repeat business Wickwire Hardware Products can bring to your store. Write or call your jobber and order a supply today.



## **AMERICAN GOLD STRAND INSECT WIRE SCREENING**

Easy to handle and install... hard to wear out... attractive long-lasting screening—Galvanoid, Bronze or Aluminum—that meets every customer requirement. Manufactured in standard widths. Other widths, meshes and grades can be furnished to fit special requirements. Packaged in strong convenient cartons.



## **CLINTON STANDARD HARDWARE CLOTH**

Sold Under Brand Name of  
CALWICO on the Pacific Coast

A year-round, steady selling item of a thousand and one uses.

Heavily galvanized after weaving for longer lasting resistance to rust. Offered in all standard widths and meshes; unrolls flat for easy handling. Supplied in steel-banded rolls of 100 feet. Lends itself to attractive eye-catching display. Made in accordance with U. S. Dept. of Commerce Standard CS 132-46.



## **CLINTON HEX MESH NETTINGS**

Made with extra strong selvage, it hangs well and is easy to handle. Has a wide range of usefulness for poultry and fur farm enclosures, crab traps, stucco reinforcement, baseball and tennis court enclosures. Supplied in all standard widths, meshes and wire sizes. Manufactured in accordance with U. S. Dept. of Commerce, Commercial Standard CS 133-46.

# *with* WICKWIRE

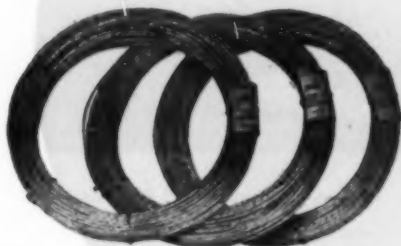
## PERFECTION DOOR SPRINGS

Unequaled for toughness, durability and resistance to rust. Made of selected wire, available in black japanned and galvanized finishes. Packaged in clearly labeled boxes of one dozen including hooks or eyes for installation. Looped or coned hooked ends.



## QUICK HITCH GATE SPRINGS

A rugged spring for heavy doors and gates. Made of oil-tempered wire. Quickly applied, easily operated.



## WISSCO FLEXIBLE WIRE CLOTHES LINE

Long-wearing, strong, flexible, rust-resistant. Smooth, lustrous surface. Coils of 50', 100' or connected lengths. Manufactured in three grades: 4 strand twisted, 6 strand twisted, and regular hollow cable.



## WISSCO TV GUY WIRE

Flexible and easy to handle, this rugged, dependable twisted wire strand makes a permanently taut guy wire for TV antennas; lends itself to quick and convenient installation. Wisco's quality galvanizing assures long-lasting resistance to the corrosive effects of the weather.

THE COLORADO FUEL AND IRON CORPORATION • Denver, Colorado  
THE CALIFORNIA WIRE CLOTH CORPORATION • Oakland, California  
WICKWIRE SPENCER STEEL DIVISION • Atlanta • Boston • Buffalo  
Chicago • Detroit • New York • Philadelphia

# WICKWIRE

## HARDWARE PRODUCTS

PROPERTY OF WICKWIRE SPENCER STEEL DIVISION  
THE COLORADO FUEL AND IRON CORPORATION



# Build Business and Profits



More and more dealers are cashing in on the sales opportunities offered by Ruberoid Roll Roofing. They know that when they sell Ruberoid, they are selling a product that will build both their present profits and their future business. Ruberoid's customer-satisfying quality and time-tested performance can mean greater sales for you, too.

In 1892, The Ruberoid Co. produced the first roll of ready-to-lay asphalt roofing ever made. Now, nearly 60 years later, genuine Ruberoid Roll Roofing still leads the field. The original is *still* the best! For free literature, write The Ruberoid Co., 500 Fifth Avenue, New York 36 N. Y., or your nearest sales office in Baltimore, Md., Dallas, Texas, or Mobile, Ala.

## Stock these "best-sellers" for profits:

**Color-Grained Asbestos-Cement Siding** ... decorator-designed duo-tone colors, straight-grain "shake" texture, fireproof, rot-proof, weatherproof. A revolutionary concept of side-wall treatment.

**Dubl-Coverage Tite-On Shingles** ... the "hurricane-proof" shingle with the beautiful basket-weave pattern.

**Stonewall Asbestos-Cement Board** ... the building material of 1001 uses. Rigid, fireproof, rot-proof, almost indestructible, yet so easy to "work."

# The RUBEROID Co.

## ASPHALT AND ASBESTOS BUILDING MATERIALS



# The *Swing* is to PLUMB AXES

## SINGLE BIT NATIONAL AXE

These axes are the most popular and profitable for the average lumber and hardware dealer. Known to every carpenter.

## LIBERTY DOUBLE BIT WESTERN

This axe is the most popular for the western lumber and hardware dealer. Known to every carpenter.

Hardware dealers are selling more and more Plumb axes. Because Plumb has worked with the hardware trade to keep sales moving by continuous merchandising advertising campaign and strict merchandising. Thus, too, Plumb has consistently kept ahead of the needs of your customers by selling the finest axes possible in the most practical patterns.

The head of each Plumb axe is made in one piece of special analysis steel scientifically tempered to ensure longer life and hardness, balanced so that the chopper can hit fast, hard blows with less fatigue.

Numerous independent surveys prove dealers prefer Plumb axes over all others available. And that means more profits for you—profit because of less turnover, customer satisfaction and repeat sales.

Get your full share of the axe business during the coming season. Order your Plumb axes now. Have a sufficient stock on hand for your customers' needs.

HAMMERS  
HATCHETS  
AXES  
FILES

# PLUMB

Quality means **FIRST PLUMB** & **FIRST** in Quality

# America's Smoothest Casting, Most Rugged Reels Turn Customers Into Your Best Salesmen!

## Shakespeare DIRECT DRIVE REELS \* with **LQT** NYLON GEARS

Sensationally different, new advanced design Direct Drive Reels not only sell themselves, but actually turn your customers into salesmen for extra business! Dealers coast to coast report Direct Drive Reels have been their fastest sellers this past year. And little wonder! For smooth, effortless casting... for toughness... and for true dollar value, *no other reels* can match Shakespeare Direct Drive Reels with Nylon Gears! Exclusive 2-gear design does away with extra gears... gives the sturdiest construction ever built into reels. Stock up now... quantities will again be limited!

### \* *Lighter Quieter Tougher*

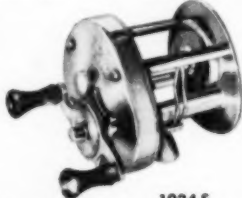
NYLON gears weigh only 1/2 as much as metal.

NYLON gears are quieter. Nylon absorbs—metal conducts sound.

Scientific tests prove Nylon's resistance to wear and abrasion.

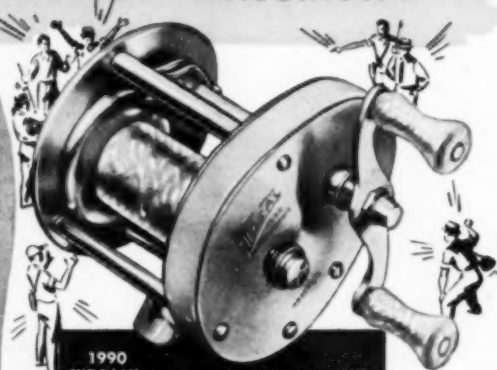
### AND NOW!

**A Shakespeare  
DIRECT DRIVE  
Reel with Ty-Bo  
STAR DRAG!**



1924 S

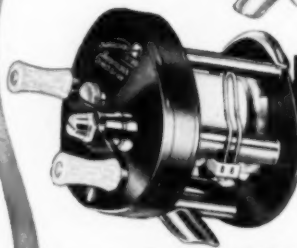
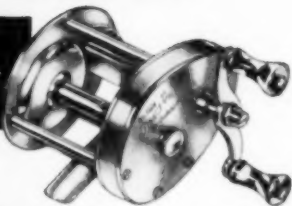
Here's something brand new to please the light salt water, and heavy duty fresh water fisherman. The Ty-Bo Star Drag lets the spool slip while you brake the run of a big fish. Helps absorb the shock of a hard strike—prevents broken line. Prevents fingers and palms from getting burned, too! 1924 S . . . List **\$13.50**



**1990  
"IDEAL"  
DIRECT  
DRIVE** Heavy duty, Special chrome steel. Corrosion resistant. A lifetime precision reel. LIST **\$22.50**

**1924  
DIRECT DRIVE**

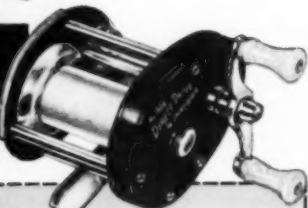
Rugged Chrome-Plated Brass—  
LIST **\$12.00**



**1973 D  
DIRECT DRIVE**  
"Sportcast" with Carbonyl Bushings—  
LIST **\$16.50**

**1926  
DIRECT DRIVE**

Sporty, Lightweight Aluminum—  
LIST **\$12.00**



All Prices Include Federal Tax

Shakespeare Company  
Dept. SH-11, Kalamazoo 2, Michigan

Send your free 1953 Catalog and Cutaway Wonderod sample section to:

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_

LOOK TO THE LEADER FOR ALL THAT'S NEW

## Shakespeare

WONDERODS • REELS • LINES • BAITS

STORM DOORS & WINDOWS

REMOVABLE PORCH ENCLOSURES

PLAYHOUSES

OFFICE PARTITIONS

GARAGES, SHEDS

RUMPUS ROOMS

FARM BUILDINGS

BROODER HOUSE WINDOWS

BARN WINDOWS

EQUIPMENT SHELTERS

LAYING HOUSE WINDOWS

TEMPORARY WINDOWS



IT WILL PAY YOU TO STOCK, DISPLAY AND SELL

# R-V-LITE<sup>®</sup> AND VIMLITE<sup>®</sup> ALL-PURPOSE WINDOW MATERIALS

Where else will you find a line so versatile . . . so useful . . . so saleable? Just seeing R-V-LITE and VIMLITE on display stimulates ideas for countless uses on the farm and in the home. And nowhere will you find such powerful FREE selling helps that close sales for you "on the spot".

## SMART DEALERS STICK WITH R-V-LITE because of these 3 BIG Basic Reasons:

### • MOST COMPLETE LINE

8 types of R-V-LITE and VIMLITE fill every need — fit every purse. 2 types of STORM PANES widen your winter "sales range". New 15-V V-LITE sells like wildfire for scores of household uses 12 months a year.

### • FINEST MERCHANDISING FLOOR FIXTURES

Compact, sturdy, eye-catching "silent salesmen" tell and sell R-V-LITE advantages to folks while they're in your store.

Available through leading wholesalers in the U. S. and Canada. ORDER TODAY!

### • MOST EFFECTIVE ADVERTISING & POINT-OF-SALE DEALER HELPS

Strong consumer selling messages in leading national magazines and over local radio stations "pre-sell" your customers on R-V-LITE.

Big FREE Dealer Advertising Kit "clinches" the selling job in your store. Contains colorful streamers, banners, die-cut signs, new self-sticking POP-OUT and STAND-OUT pressure sensitive displays!

Make your store headquarters for R-V-LITE — headquarters for profit!

Exclusive Manufacturers of R-V-LITE  
**ARVEY CORPORATION**  
SINCE 1905 3462 N. KIMBALL AVE., CHICAGO 18, ILL.

# Announcing the NEW **PREPO** with the 600 series **TORCHES**

## LIGHTER

Use it for hours without tiring

## INSTANT HEAT

Fully automatic; open valve and light torch

## HOTTER

Highest flame temperature of any hand torch

## HANDIER

Gets in those hard-to-get-at places

## GREATER ECONOMY

More heat, more work per penny of Prepo fuel

**EXCLUSIVE!**

New **PREPO TORCHES** feature  
**6 Interchangeable Burners and Tips** . . . Give you  
6 times greater sales potential, quicker turnover!

### UTILITY BURNER

for general work in home and shop

### HEAVY DUTY BURNER

greatest heat volume for large jobs

### FIN POINT BURNER

for precision work

### PART REMOVER TIP

for fast part removing

### DIAMOND POINT SOLDER TIP

for fine, quick work

### CHISEL POINT SOLDER TIP

for fast penetration

You profit **3** ways!

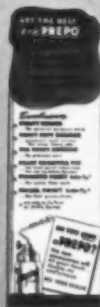
- 1 Torch, burner and tip sales to new customers
- 2 Interchangeable burner and tip sales to present Prepo owners  
New accessories fit earlier Prepo models
- 3 Repeat fuel sales to all Prepo owners  
The new accessories greatly increase fuel demand



# Greatest Dealer Support in Torch History

**THIS POWERFUL NATIONAL ADVERTISING AND PROMOTION SUPPORT BOOSTS YOUR  
PREPO SALES . . . month after month after month**

Ads like these will reach over 4,000,000 readers in **POPULAR MECHANICS**, **POPULAR SCIENCE** and **MECHANIX ILLUSTRATED** every month this Fall and Winter. Colorful consumer folders, counter display boards and other merchandising helps are available. Yes, **Prepo** means **business—MORE BUSINESS FOR YOU**. Capitalize on this great program . . . tie yourself in with Prepo's profit-pulling power.



New features, new models, new prices available now. A big, complete torch line. Sales-proved, profit-building torches and accessories, packed with exclusive design, utility and value features your customers want. Yes, **PREPO** offers you the favorite, established torch line backed up with hard-hitting national advertising.

. . . everything you need to make fast, easy, high-volume sales with steady year-'round repeat fuel business, too!

**THE NEW  
PREPO  
PERMANENT  
MERCHANDISER**

**THE MOST IMPORTANT  
SINGLE DEVELOPMENT  
IN THE HISTORY  
OF TORCH SALES**

Holds your stock, displays your stock, sells your stock to the Prepo merchandise line.  
Selling, brilliant colors on easily permanent board 12 1/2" wide x 14" high. Sure to get attention. Adds sparkle to store window. PDW-panel. Explosive! Holds entire torch for customer inspection. Selling burner sales record repeat fuel demand.



**SPECIAL PROFIT MARGIN**

For bigger sales... quicker turnover... extra profits  
Get the Permanent Merchandiser. Ask your jobber salesman!

## *New* **Master TORCH KIT**



Designed for the master craftsman and professional tradesman. Ideal for the Christmas, birthday and Father's Day gift trade. Consists of Model 605 Professional Torch, complete with fuel and one each of every burner and tip in fitted lifetime metal carrying case.

**PREPO CORPORATION**  
SKOKIE, ILLINOIS



# Tomorrow's power mower Today

**AN EXCLUSIVE FOR JACOBSEN DEALERS**



**JACOBSEN MANOR**  
— the aristocrat in the  
popular size class  
21-inch cutting width  
1½ hp. Jacobsen Engine

Only Jacobsen dealers can sell the Manor—the aristocrat of modestly priced power mowers — which thousands of owners are using to make their landscaped lawns the show places of their neighborhoods.

Among popularly priced power mowers, only the Jacobsen Manor has rear wheel differential drive, for effortless non-scutt turns and exceptionally close trimming. Hand trimming around trees and shrubbery is practically eliminated. Independent reel and traction clutches — the quick-starting 1½ hp. Jacobsen engine with automatic recoil starter and traditional Jacobsen quality are added features which *sell* the Manor.

No other mower manufacturer can offer you the equivalent of this feature-packed Manor and other reel and rotary models — the ultimate in over 30 years of power mower experience.

**SEND COUPON  
TODAY** for complete information on the profitable Jacobsen program for 1953.

Give me the full story on the Jacobsen Manor. Show me how I can make money with the Jacobsen line.

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

ZONE \_\_\_\_\_

STATE \_\_\_\_\_

**Jacobsen**  
**MANUFACTURING COMPANY**  
Racine, Wisconsin

# WARWOOD BLUE

IS STANDARD FINISH  
*for* WARWOOD

PICKS, MATTOCKS, HOES,  
ADZES, HAMMERS, MAULS  
AND SLEDGES.



## WARWOOD CARTON PACKAGING

in correct carton quantities to  
provide for jobbing distribution with-  
out unpacking and repacking, furnishes a  
positive cost saving feature, without cost to you,  
when you distribute Warwood Forged Tools.

## TOOLS FOR

GENERAL CONSTRUCTION...AGRICULTURE AND GARDENING  
MINING AND INDUSTRY...RAILROAD TRACK MAINTENANCE

**WARWOOD TOOL COMPANY**  
WHEELING, WEST VIRGINIA



*Warwood Workmanship  
Makes The Difference!*

# Announcing the New Myers Ejecto Junior!

**Myers leads the field with a quality pump at a low price**

## FEATURES

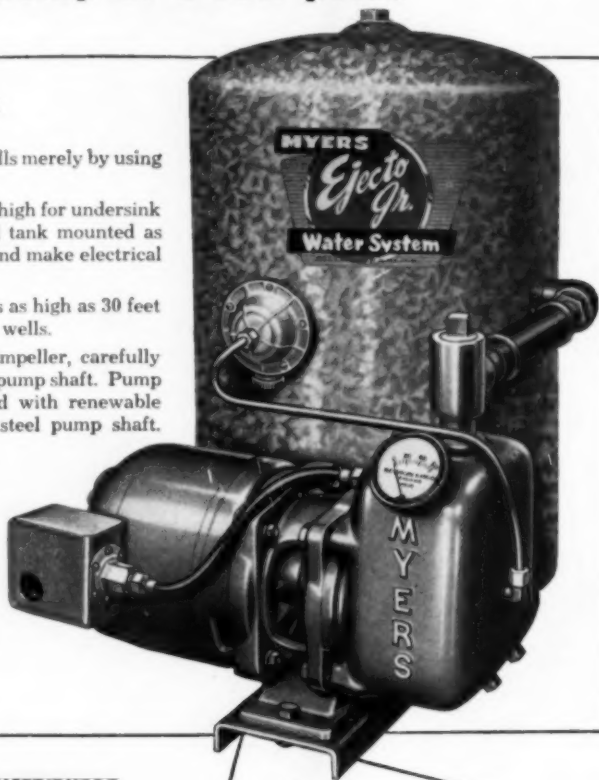
**Convertible.** For deep or shallow wells merely by using proper ejector package.

**Compact.** 11 gallon tank is only 24" high for undersink installation if desired. Pump and tank mounted as a unit. Just connect pipe to well and make electrical connection.

**Self-Priming.** Primes on suction lifts as high as 30 feet at sea level. Ideal for drive point wells.

**Traditional Myers Quality.** Bronze impeller, carefully finished and balanced; screwed to pump shaft. Pump casing is close-grained iron, fitted with renewable bronze wearing rings. Stainless steel pump shaft. Air volume control is positive diaphragm type. Regulator has iron body with adjustable bronze stem — no diaphragm. Rotary seal is same size and type as used on all Myers Ejecto Pumps.

**Complete.** Each unit furnished complete with all necessary accessories. Only pipe and electrical connection is necessary.



## YOUR MYERS DISTRIBUTOR IS A GOOD MAN TO KNOW

Take advantage of all the services he offers. Remember, he's in business to help you make more profit on the Myers equipment he sells.

SEE THE NEW MYERS EJECTO JUNIOR AT YOUR DISTRIBUTOR'S THIS WEEK. PLACE AN ORDER FOR YOUR STOCK.

For quality and dependability, **More Buyers Buy Myers**



Water Softeners



Water Softeners



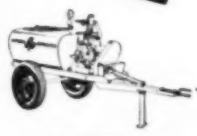
Water Purifiers



Water Purifiers



Water Filters



Power Sprayers

THE F. E. MYERS & BRO. CO., 204 FOURTH ST., ASHLAND, OHIO

# NEW STANLEY "SALESMAN"

saves time and space . . . helps you make more profit  
on sales of STANLEY DRIVERS

Metal Display FREE with Unit #1 or #2

## Check These "Self-Selling" Features—



### SHOWS MORE—SELLS MORE

—A complete Driver department in less than 4 sq. ft.—boosts impulse sales, saves valuable bin space. 30" high and 19" wide. Displays a carefully selected stock of most-wanted Stanley and DeWalt Drivers.

### VERSATILE "SALESMAN"

—Sells on sight from your wall or counter. Sturdy easel back. Rugged design for a long profitable selling life.

### SAVES TIME

on every sale. Drivers clearly priced and numbered. Customers can see what they want . . . and the price . . . and buy. Price cards are easy to remove, revise and replace as needed.

### SIMPLIFIES HOUSEKEEPING

—makes re-ordering easy. There's a spot for every driver—stock is always in place, looks neat. You can check stock at a glance. And costly pilferage is minimized.

## UNIT No. 1

**\$59.50** LIST

30 Drivers — 4" — 6"  
20 Drivers — 3" — 8"  
21 Phillips Drivers in popular 1 & 2 point sizes  
9 Special Purpose Drivers

Balanced assortment of 80 top quality Stanley and DeWalt Drivers in two price ranges. All Drivers have tough plastic handles to withstand continued hard use—will not conduct electricity or soak up oil or water. Unit 1 includes—

**Your profit in one stock turn \$19.85**

## UNIT No. 2

(illustrated)  
**\$53.95** LIST

48 Drivers — 4" — 6"  
22 Drivers — 3" — 8"  
9 Phillips Drivers in popular 1 & 2 point sizes  
8 Stubby Drivers

Carefully chosen selection of 82 Stanley and DeWalt Drivers—wood and plastic handled. A complete stock for every need in 3 price ranges. Unit No. 2 includes—

**Your profit in one stock turn \$18.10**



Put these new sales tools to  
work for you now . . . Send coupon  
to your wholesaler

Stanley Tools, New Britain, Conn.

THE TOOL BOX OF THE WORLD

**STANLEY**

Reg. U.S. Pat. Off.

HARDWARE • TOOLS • ELECTRIC TOOLS  
STEEL STRAPPING • STEEL

**FOR PROMPT DELIVERY, SEND THIS  
COUPON TO YOUR WHOLESALE**

Ship Us ☐ Stanley Screw Driver Unit #1  
☐ Stanley Screw Driver Unit #2

Store \_\_\_\_\_

Street \_\_\_\_\_

City and State \_\_\_\_\_

Signed \_\_\_\_\_

# PROTECT YOUR BUSINESS FROM NEEDLESS FIRE!

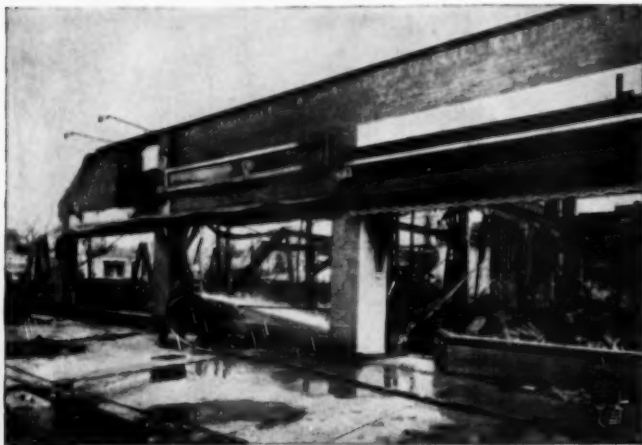
## INCREASED COVERAGE IS INEXPENSIVE

It pays to know what the insurable value of your building and contents is today. Fire insurance can be increased at very slight cost — a fraction of 1% of the additional coverage needed.

## TWO MILLION DOLLARS WORTH OF PROPERTY "GOES UP IN SMOKE" EVERY DAY

Fifty-one thousand U.S. stores burn annually with a \$53,000,000 loss. Yet ninety percent of all fires are preventable. You can protect your place of business from needless fire.

First thought should be in terms of human lives. Every year 12,000 Americans die needlessly in fire. Can customers and employees get out of your place of business quickly? Care should be taken to see that all entrances and fire exits are unobstructed, clearly marked and lighted.



## YOUR BASEMENT IS MOST VULNERABLE FIRE POINT

Forty-two percent of mercantile fires start in the basement. Be sure that rubbish is removed regularly, not just out in back, but burned or hauled away. Covered waste cans of approved type should be used, particularly for oily waste! Flammable liquids should be kept in approved safety containers.

## CARELESS SMOKERS

Careless smokers cause 33% (the most) of all store fires. Insist on reasonable no-smoking rules.

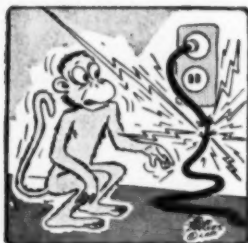
## MISUSE OF ELECTRICITY

Misuse of electricity ranks number two in responsibility for fires. Common causes include frayed or worn cords, amateur wiring, and overloaded circuits. Have a competent electrician check wiring. Replace worn cords. Don't buy unapproved equipment. Have proper fuses.

## SAFETY ENGINEER INSPECTION SERVICE

Federated Mutual employs a staff of trained fire-prevention engineers whose constant job it is to inspect property for fire hazards. Frequently their suggestions lead to a reduction in the fire insurance rate.

## "ARE YOU FULLY COVERED?"



## Don't Monkey...

with fire! Two fires a minute is the national record but fire prevention methods have cut fires in many cities. Make every week fire prevention week!

## ASK YOUR ASSOCIATION

One of the many advantages of membership in your trade association is the information readily available there. Members ask for help in identification of parts, names and addresses of manufacturers of needed equipment and supplies, information on compensation plans for salesman and other employees. Support your association and take advantage of its services.



"If you're looking for my husband, he's gone fishing. Just walk down to the bridge until you find a pole with a worm on each end."

## Questions about Insurance?

## Ask Federated's QUESTION BOX

Q. Does a paid fire department have any effect on the size of the fire premiums?

A. Credit for a paid fire department is given in the rate in territory where fire hydrants are available for use.

**Federated Mutual**

IMPLEMENT and HARDWARE INSURANCE COMPANY ★ OWATONNA, MINNESOTA







# It's News NEWS! NEWS!

## PRODUCTION RESUMES on a FULL LINE of REVERE WARE!

Here is the biggest and best news you have heard in many months.

Once more we are swinging into production of a full line of those most-wanted of kitchen utensils, REVERE WARE.

Now there is a Revere Ware utensil to fill every need and just in time for the best selling season when Revere Ware will give you top profit and record sales per square foot of display space.

REVERE WARE sales are guaranteed by the greatest national advertising campaign in the housewares industry. Revere Ware is featured on "Meet the Press" every Sunday on NBC television and in full-color advertisements that are seen by millions of consumers through national magazines.

For bonus sales, stock the full REVERE WARE line. Time is important. We suggest that you place your order for fall and holiday selling immediately.

SEE REVERE'S "MEET THE PRESS" ON  
NBC TELEVISION EVERY SUNDAY



**REVERE COPPER AND BRASS INCORPORATED**  
ROME MANUFACTURING COMPANY DIVISION, ROME, N. Y.  
ROME, NEW YORK • CLINTON, ILLINOIS • RIVERSIDE, CALIFORNIA



## THIS COULD BE YOUR MOST IMPORTANT SALE

**for continued customer satisfaction**

A tiny item — but it can be one of your most important!  
A fellow gets pretty mad at the annoyance caused by  
plumbing rubber products that don't stand up! That's why  
you need the assurance of Lavelle quality —  
quality that wins friends, brings back satisfied customers  
every time! Talk Lavelle to your jobber for  
your complete plumbing rubber department.

OUR 40<sup>th</sup>-YEAR IN SERVING YOU

# LAVELLE

Tank Balls • Faucet Washers • Force Cups • Hose Washers • Basin Stoppers • Repair Assortments

**MADE RIGHT! • PRICED RIGHT! • PACKAGED RIGHT!**



**NO. 434 FIT ONE - FIT ALL  
TANK BALL**

Today, or any day — the best you can offer your customers! Handsomely styled carton features 12 individually packaged pieces. Tough, black natural rubber compound — with tapered seat, reinforced top.



**NO. 36 LUCKY STRIKE  
FAUCET WASHER ASSORTMENT**  
Proved profit-builder! Colorful, self-merchandiser includes 36 individual packages. Each package contains 8 genuine Lavelle bevelled washers in all popular sizes with brass screws.



**NO. 2 1/2 ASBESTOS  
VALVE STEM PACKING**  
A real seller. Universally used in homes, apartments, institutions, farms, garages, etc. Colorful unit contains 25 cellophane envelopes — each with 2 1/2 feet of top quality heat-resisting asbestos graphited packing.



**NO. 51 GARDEN  
HOSE WASHERS**

Now your customers can buy 'em "8 to the clip!" Colorful carton holds 48 handy clips — 8 washers to each clip. Bigger profits, faster turnover for you.

**LAVELLE RUBBER COMPANY • 426 NORTH WOOD STREET • CHICAGO, ILLINOIS**

## New Pennsylvania EXETER



## New Pennsylvania PENNETTE



### Two New Mowers for '53 and...NEW FEATURES

● With the two brand new mowers illustrated above, PENNSYLVANIA offers you eight great mowers for 1953. Home owners and professionals can select just the right mower for any kind of grass or size of lawns.

The Exeter is a new 18" power mower that sells for less than the DeLuxe. The Pennette is a new 14" hand mower combining Pennsylvania quality and a new low cost.

Important features such as the new clutch and grass stripper on both Pennsylvania power mowers will help increase your sales. So will Pennsylvania ads in color in leading consumer magazines. Circulars and point-of-sale material give specific details and create final interest.

Get full details right now from your PENNSYLVANIA distributor.

Pennsylvania 21" Deluxe



PRICE  
IMPORTANT  
SERVICE  
MORE  
IMPORTANT  
QUALITY  
MOST  
IMPORTANT

# PENNSYLVANIA



QUALITY LAWN MOWERS SINCE 1877  
PENNSYLVANIA LAWN MOWER DIVISION  
AMERICAN CHAIN & CABLE  
Bridgeport, Conn. • Exeter, Pa.

ACCO



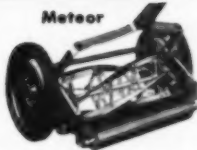
Great American



Pennsylvania, Jr.



Meteor



Penna-Lawn



Trimmer  
and Edger



# The **PYREX** sales magnet's out for Christmas!

*The Biggest Magnet in Housewares:*

3 ads in **LIFE**

PYREX makes news with the fast-selling Flame-ware now in new, smarter, easier-to-handle styles.

PYREX makes *more* news with sales-tested Bakingware now in color.

And, to celebrate the news . . . and to turn it into cash in your till . . . PYREX launches the biggest, absolutely the biggest Christmas-gift advertising campaign in the history of housewares.

## 3 big two-page ads in **LIFE**

*Look at the line-up:*

**Think what it can mean to you!**

Any ad in LIFE reaches thousands of prospects in your town. But *three* ads! That means that practically every prospect with the price of a pie plate will see and want this merchandise.

So, take advantage of the biggest push that ever hit the housewares business.

Make your store PYREX Ware headquarters for the big Fall and Christmas gift-buying season.

Set up a basic stock of new Flameware and Bakingware in color.

Tie in with PYREX Ware in your own advertising.

Build FULL-LINE mass displays of PYREX Ware.

Give PYREX Ware a top-traffic, top-profit location.

**The sales magnet's out.** Three ads in LIFE. Stock up! Pull in your share of the profits!

## Corning Glass Works

Consumer Products Division • Corning, New York

PLACE YOUR ORDER TODAY WITH YOUR REGULAR PYREX WARE DISTRIBUTOR

Exciting News... for every woman who wants to cook the modern way!

**NEW tempered PYREX flameware**

Corning Glass Works  
makers of PYREX ware

## New PYREX Flameware

NOV. 3 in **LIFE**

Two full pages on the new PYREX Flameware. (New designs make Flameware smarter-looking, easier to use, faster-selling than ever!)

Never before... bakeware so smart for serving so right for cooking!

**NEW tempered PYREX bakeware IN COLOR**

Corning Glass Works  
makers of PYREX ware

## New PYREX Bakeware in color

NOV. 24 in **LIFE**

Two full pages, in full color, on the new PYREX Bakeware. (Now, Bakeware comes out in the sales-tested colors of flamingo and lime!)

Give the truly modern cookingware you'd love to get...

**sparkling PYREX WARE for Christmas!**

Corning Glass Works  
makers of PYREX ware

## PYREX Ware for Christmas

DEC. 8 in **LIFE**

Two full pages, in full color, covering both the new Flameware and the new Bakeware. A Christmas ad selling PYREX Ware as the perfect gift to give or receive.





# EVERY WOMAN

## IS A CUSTOMER

FOR

# SWING-A-WAY

## CAN OPENERS



AUTOMATIC MODEL



CABINET MODEL



STANDARD MODEL



COMBINATION  
MODEL  
Can and Jar Opener



All models  
are available  
with the wonderful  
Magnetic Lid-Lifter



Chances are your customer needs a new Can Opener because her present one is defective or inefficient.

Chances are the new SWING-A-WAY models will inspire your customer to replace her old, but still usable

Can Opener.

Chances are she's looking for just such a practical, useful gift for a friend or relative.

### WHY SWING-A-WAY

On every point—LOOKS . . . PERFORMANCE . . . PRICE . . . SWING-A-WAY outshines all others.

*Are you getting your share of the annual 12 million Can Opener market? If not, let us show you how.*

Phone, write or wire:

SWING-A-WAY MFG. CO., ST. LOUIS 16, MO.



# Sell **HODELL**

## for every **CHAIN** need



MARINE



HOME AND FARM



INDUSTRIAL

Hodell produces a full line of high-quality welded and weldless chain—for farm, home, marine and industrial use.

Hodell makes many hardware specialties, and offers a variety of chain assortments for better chain merchandising.

Hodell Chains are available through leading hardware distributors. Write for your Hodell catalog today . . . and get ready to sell HODELL, the chain that serves the best.

**TYPES OF CHAINS:** Jack, woven sash, safety, pump, Bulldog, Samson, register, stamped sash, Liberty machine, proof coil, Liberty coil, passing link.

**HARDWARE SPECIALTIES:** Dog and halter chains, cow ties, log chains, porch swing chain sets, tie-outs, kennel and exerciser chains, anti-cow kickers, wagon and utility chains, chainvenders, household chain assortments.

**ATTACHMENTS:** Swivels, snaps, eyebolts, S-hooks, toggles, ceiling hooks, grab hooks and slip hooks.

**HODELL CHAIN COMPANY**

Cleveland 3, Ohio

Division of The National Screw & Mfg. Co.



FASTENERS



HODELL CHAINS



CHESTER HOISTS





No election necessary! Today, people demand top quality in what they buy . . . so when it comes to caulking compounds they choose D-P. Of highest quality throughout, D-P Compounds will not bleed, stain or discolor masonry. Guaranteed not to become hard or crack, they remain in a semi-plastic state to assure tight, permanent sealing!

Display them . . . sell them . . . for satisfied customers . . . greater turnover . . . more profits!

D-P GUN GRADE CAULKING COMPOUND • D-P KNIFE GRADE CAULKING COMPOUND

D-P SPOUTED CAULKING CARTRIDGES—

Both fibre cartridges and metal cartridges . . . contain 1/10 gal. of quality D-P Gun Grade, D-P "Clipper Caulk," new economy compound available in fibre cartridges.

CAULKING GUNS—Wire bail guns for cartridges only . . . Combination guns for use with either gun grade D-P Caulking Compound or cartridges.



MORE SALES  
WITH THE D-P LINE!

Send us your order NOW!

**THE DICKS-PONTIUS COMPANY**

DAYTON, OHIO      ALEXANDRIA, VA.      DECATUR, GA.

SOUTHERN HARDWARE for NOVEMBER, 1952



You'll hear 'em all talk  
about these gutters they take  
home and put up themselves!

## REYNOLDS *Lifetime* ALUMINUM GUTTERS AND DOWNSPOUTS



Ogee and  
Half-Round,  
smooth or stipple-  
embossed finish

MAIL  
THIS COUPON

*Rustproof gutters that cost less, look best, go up  
without soldering, never need painting!*

Aluminum's light weight makes these gutters  
easier to handle . . . for you, and for your customer.  
They're a take-home deal. And they attract the  
buyer on sight . . . whether it's a full stock display  
or Reynolds handy small-section counter display  
(write for details on this).

You'll want to keep this fast-selling item going  
as strong as you can, even though military demand  
for aluminum now limits civilian supply. Keep  
checking your jobber. Mail the coupon.

**Reynolds Metals Company**, Building Products  
Division, Louisville 1, Kentucky.

Reynolds Metals Company, 2026 So. Ninth St.  
Louisville 1, Kentucky

SB-11

Please send me full information on

- |   |                                   |
|---|-----------------------------------|
| <input type="checkbox"/> GUTTERS AND DOWNSPOUTS | <input type="checkbox"/> NAILS    |
| <input type="checkbox"/> REFLECTIVE INSULATION  | <input type="checkbox"/> FLASHING |

Name \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_



# REYNOLDS ALUMINUM

Tune in every Week . . . "The Kate Smith Evening Hour" on Television—NBC NETWORK

SOUTHERN HARDWARE for NOVEMBER, 1952

# Look at the Profit you make



If it's **SWANITE** or **Swan Plastic Garden Hose**, you make your full profit when selling at the retail prices suggested below.

STYLE	DESCRIPTION	SUGGESTED RETAIL PRICE
<b>Swanite</b> — GUARANTEED IN WRITING 10 YEARS!		
No. 1857	Full 1/2-inch I.D. Green Plastic Cover	50-FT. Coil* \$ 9.75
No. 1858	Full 1/2-inch I.D. Red Plastic Cover	50-FT. Coil* \$ 9.75
No. 1867	Full 5/8-inch I.D. Green Plastic Cover	50-FT. Coil* \$12.45
No. 1868	Full 5/8-inch I.D. Red Plastic Cover	50-FT. Coil* \$12.45
<b>SWANSEAL</b> — GUARANTEED IN WRITING 10 YEARS!		
No. 2140	Full 1/2-inch I.D. Red Plastic	50-FT. Coil* \$ 7.35
No. 2150	Full 1/2-inch I.D. Green Plastic	50-FT. Coil* \$ 7.35
No. 2250	Full 9/16-inch I.D. Green Plastic	50-FT. Coil* \$ 8.35
<b>Swan</b> RED PLASTIC — GUARANTEED IN WRITING 5 YEARS!		
No. 2160	Full 7/16-inch I.D. Red Plastic	50-FT. Coil* \$ 5.65
No. 2170	Full 7/16-inch I.D. Green Plastic	50-FT. Coil* \$ 5.65
<b>Swan</b> TRANS-LITE — GUARANTEED IN WRITING 10 YEARS!		
No. 2190	Full 1/2-inch I.D. transparent Green	50-FT. Coil* \$ 9.75
No. 2290	Full 9/16-inch I.D. transparent Blue	50-FT. Coil* \$11.75

\*available in 25-50 and 75 ft. coils.

Swanite and Swan Plastic is available in a complete range of sizes and colors at a price to fit every purse!

## Order your Swan Sprinkle-Soakers NOW!

Here's a new Swan item that does the work of a sprinkler and soil soaker — and does it better! And look at the profit you make on each Sprinkle-Soaker!

STYLE	DESCRIPTION	SUGGESTED RETAIL PRICE
No. 10	Sprinkle-Soaker Green Plastic	\$ 3.95

Sprinkle-Soakers are packaged in a colorful plastic bag.



**SWAN RUBBER COMPANY, BUCYRUS,**



*Selling Swan GARDEN HOSE*

**If it's Swan Rubber or Neoprene-covered rubber garden hose you make your full profit when selling at the retail prices suggested below.**



STYLE	DESCRIPTION	SUGGESTED RETAIL PRICE
<b>Swan TWO BRAID GREEN — GUARANTEED IN WRITING 15 YEARS!</b>		
No. 127	Full 5/8-inch I.D. Green Neoprene Cover	50-FT. Coil* \$11.75
<b>Swan SINGLE BRAID RED — GUARANTEED IN WRITING 10 YEARS!</b>		
No. 708	Full 5/8-inch I.D. Red Neoprene Cover	50-FT. Coil* \$ 9.75
<b>Swan SINGLE BRAID GREEN — GUARANTEED IN WRITING FOR 5 YEARS!</b>		
No. 707	Full 5/8-inch I.D. Green Rubber Cover	50-FT. Coil* \$ 7.75
<b>Swan SINGLE BRAID BLACK</b>		
No. 703	Full 5/8-inch I.D. Black Rubber Cover	50-FT. Coil \$ 6.85
<b>Swan TWO BRAID INDUSTRIAL</b>		
No. 205	Full 3/4-inch I.D. Black Neoprene Cover	50-FT. Coil \$15.75
No. 207	Full 3/4-inch I.D. Green Neoprene Cover	50-FT. Coil \$17.35
No. 206	Full 3/4-inch I.D. Black Neoprene Cover	100-FT. Coil \$43.50

\*available in 25, 50, 75 and 100 FT. Coils

Swan's line of rubber garden hose has a complete range of styles, sizes and colors priced to sell.



**"Swan GARDEN HOSE IS A LINE WE STRONGLY RECOMMEND TO ALL HARDWARE DEALERS"** says R. & O. HARDWARE, Cedar Rapids, Ia.

Dear Sirs:

We are glad to advise you about the outstanding success we have enjoyed in selling Swan Garden Hose. In the past several years, our sales have grown steadily, and we now feel that your line occupies a top position in our store from the standpoint of volume, turnover, and actual profits.

In the past three years, our sales have grown to the point where our figures show that during the years of 1949-1950 and 1951 we sold in excess of 120,000 feet of Swan Hose. This is an average of over 40,000 feet per year for this period. This year, we hope to do an even greater job and we feel that with the splendid and broad line that you have, and the many sound sales helps that you so capably provide, that we will accomplish this.

Swan Garden Hose is a line that we strongly recommend to all Hardware dealers, because it sells in greater demand than any other line of its kind that we have ever handled.

**OHIO • World's Largest Manufacturer of Garden Hose**

First Choice of Farm Tractor Builders...

# DELCO-REMY

## TRACTOR ELECTRICAL EQUIPMENT

DELCO-REMY TRACTOR EQUIPMENT							
CUSTOMERS	GENERATOR	REGULATOR	STARTER	DISTRIBUTOR	IGNITION COIL	SWITCHES	BATTERY
ALLIS-CHALMERS	✓		✓	✓	✓	✓	
AVERY	✓		✓	✓	✓	✓	
CATERPILLAR	✓	✓	✓	✓	✓	✓	
CLETRAC	✓	✓	✓	✓	✓	✓	
CORBITT	✓	✓	✓	✓	✓	✓	
JOHN DEERE	✓	✓	✓	✓	✓	✓	✓
FERGUSON	✓	✓	✓	✓	✓	✓	
HUBER	✓	✓	✓	✓	✓	✓	
MCCORMICK-DEERING	✓	✓	✓	✓	✓	✓	
MINNEAPOLIS-MOLINE	✓	✓	✓	✓	✓	✓	✓
OLIVER	✓	✓	✓	✓	✓	✓	
SILVER KING	✓	✓	✓	✓	✓	✓	

It's a fact—Delco-Remy electrical units are today the overwhelming choice of America's tractor manufacturers for original equipment. And what's more, Delco-Remy has been a favorite of tractor manufacturers, dealers, and users alike for over 30 years.

For one reason, Delco-Remy tractor electrical equipment is designed for the job, built to stand up and perform under the toughest operating conditions.

With Delco-Remy tractor electrical equipment, starting is safe, easy and sure. Operation is more reliable.

When needed, an ample supply of electric current is instantly available for all lighting requirements. For added sales value . . . for dependable, day in, day out performance . . . for more satisfied customers—be sure your tractors have Delco-Remy tractor electrical equipment, first choice in the field!

# Delco-Remy

DIVISION, GENERAL MOTORS CORPORATION  
ANDERSON, INDIANA

**DELCO-REMY ELECTRICAL EQUIPMENT**

A GENERAL MOTORS PRODUCT  A UNITED MOTORS LINE

DISTRIBUTED BY WHOLESALERS EVERYWHERE

PIONEER MANUFACTURER OF TRACTOR ELECTRICAL EQUIPMENT

# Southern HARDWARE

Hardware and Allied Lines - Farm Operating Equipment

Vol. 121 November, 1952 No. 11

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ANNUAL SUBSCRIPTION—\$1.00

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SOUTHERN HARDWARE for NOVEMBER, 1952



Lazy Boy

presents

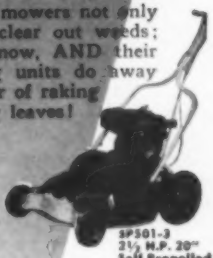
## 1953's OUTSTANDING TRIMMER MOWER LINE with... LEAF PULVERIZERS

as standard equipment

These four topflight mowers not only mow the lawn and clear out weeds; they trim as they mow, AND their new leaf pulverizing units do away with the bother of raking and burning leaves!



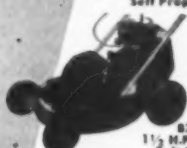
B400-3  
2 H.P. 20"  
Belt Drive



SP501-3  
3 1/2 H.P. 20"  
Self Propelled



VS701-3  
2 H.P. 20"  
Direct Drive



B200-3  
1 1/2 H.P. 18"  
Belt Drive

## ALL FOUR WITH

- 5-times-stronger Permanent Mold Castings
- Briggs & Stratton or Clinton Engines
- Scientific Balance; Ball Bearing Wheels
- Safety Engineering Throughout
- ... and many other features!

## LIGHTWEIGHT Lazy Boy MOWERS BUILT FOR HEAVYWEIGHT JOBS



VS301-3-18"; Clinton  
Gas Engine  
\$94.50 list, f.o.b. K.C., Mo.



B1033-3-18" Electric Motor  
\$450 R.P.M. Lima  
\$45.00 list, f.o.b. K.C., Mo.

Get the Facts! Write today to Dept. 185

## FARM & RANCH, Inc.

1907 BROADWAY KANSAS CITY MISSOURI

# A Notable Series of Articles

## Starting in the Next Issue

**T**HIS NATION faces its most critical period in the years immediately ahead. To quote the American Economic Foundation: "The freedom of the American citizen has never been in graver danger than it is today; we are threatened by the Big Enemy from without and by Big Government from within."

These threats to our freedom will remain, regardless of what political party is in control in Washington (this is written prior to the election). For there will be the continuing necessity for heavy military spending and burdensome taxes, along with pressure for new or renewed government controls over prices, wages, rents, materials, interest rates. And when the defense program tapers off, there will be insistent demands that government "take up the slack" with public works expenditures, larger farm subsidies, and other new spending programs.

The illusion that prosperity may be maintained by government controls and deficit spending will continue as a grave threat to our personal freedoms.

The pressure to expand government payrolls may be intensified. And since, already, one dollar out of every six paid out in wages and salaries in the United States goes to government employees, what chance have we to avoid the disastrous experience of England, Australia, and New Zealand in traveling on down the road to a completely socialistic state?

We have one chance. That is through a better general understanding of the basic principles of economics — such things, for instance, as the fact that a higher standard of living can result only from increased production, not increased money supply.

So it becomes our responsibility — yours and ours alike — to help spread a better understanding of fundamental economic facts among our associates, our employees, and among all those with whom we come in contact. And that's why we're starting, in our next issue, what we feel will be a most important series of articles. It will be a series of articles on the economic "facts of life" by Americans of such prominence that each one will be recognized as perhaps the outstanding national authority on the subject he will discuss.

These articles are being written especially for the W. R. C. Smith publications. They will start with our December issue and will continue through all or the greater part of the coming year. Some of the authors:

**Harry F. Byrd**, United States Senator.

**Laurence F. Lee**, President, Chamber of Commerce of the United States.

**C. H. Greenewalt**, President, E. I. du Pont de Nemours & Company.

**A. L. M. Wiggins**, Chairman of the Atlantic Coast Line Railroad.

**John W. Hanes**, Chairman of the Tax Foundation.

**George A. Smathers**, United States Senator.

**Frank Wilkes**, President, Southwestern Gas & Electric Company.

**E. V. Rickenbacker**, President, Eastern Air Lines.

Others of equal prominence will be added as the schedule for this notable series is completed.

To facilitate distribution of these vitally important messages, reprints of each article will be made available at cost.

### AUTHORS OF FIRST THREE ARTICLES IN THE SERIES



Laurence F. Lee



Senator Harry F. Byrd



John W. Hanes



**AT YOUR SOUTHERN SERVICE . . .  
TWO BRANCH WAREHOUSES  
IN THE SOUTH**

We recognized in 1940 the growing South by opening a branch warehouse in Atlanta, Georgia. Now we have added another service unit in Hollywood, Florida.

From each of these branches you can have same day or 24-hour service on all sizes, shapes and kinds of metal mouldings, nosings, edgings, etc.

These warehouses have complete stocks of metal mouldings. They are in business to better serve the South. Phone, wire or address your inquiry or order to:

Hollywood, Fla. — 2334-2336 Hollywood Blvd.

Atlanta, Georgia — 363 W. Peachtree N. E.

These branches can also expedite inquiries for industrial and commercial aluminum extrusions.

*In the South  
to Better Serve  
the South*

**SUPERIOR**

**YOUNGSTOWN MANUFACTURING, INC.**  
**66-76 S. Prospect St. • Youngstown 6, Ohio**

ATLANTA, GEORGIA

363 W. PEACHTREE N. E.

HOLLYWOOD, FLORIDA

2334-2336 HOLLYWOOD BLVD.





## Washington News

ORDERS, REGULATIONS, PRIORITIES

### Reduced Steel Supplies to Hit Hardware Products .

THOUGH STEEL production is recovering rapidly from the effects of the strike, manufacturers of consumer durable goods including a long list of hardware products probably will have to reduce production sharply during the first quarter of 1953. Military production and the atomic energy project will have first claim on steel. Non-defense industries will face a 25 percent cut in steel allotments.

Meanwhile, in announcing first quarter CMP allotments, the Defense Production Administration indicated that first quarter allotments of copper and aluminum will remain approximately the same as those for the final quarter of 1952.

While some additional production might result from the relatively favorable supply of copper and aluminum, most manufacturers, with reduced steel supplies, will be pinched. The result will be a reduced supply of finished consumer durables.

### WSB Clarifies Basis for Merit Pay Increases . .

THE WAGE Stabilization Board has issued the following interpretation concerning merit and length-of-service increases which are covered by General Wage Regulation 5.

Merit and length-of-service increases are not defined in GWR 5, Revised. Section 2 of this Regulation authorizes bona fide merit and length-of-service increases in order to permit the administration of wage and salary structures in a normal manner with a minimum of governmental interference; it does not authorize general increases to be given under the guise of merit and length-of-service increases. Before determining that a particular increase is a merit or length-of-service increase, it must be shown that the dominant characteristic of any such increase is

reward of the individual employee for merit or length-of-service.

The determination that an adjustment is a merit or length-of-service increase, rather than a general increase, depends upon a consideration of the various factors involved in each case. WSB offered these guides to assist in determining whether adjustments constitute bona fide merit or length-of-service increases under Section 2 of GWR 5, Revised.

(1) All increases are presumed to be general unless the employer asserts and shows that the increases were permissible on another basis such as individual increases for merit or length-of-service.

(2) Merit or length-of-service increases must be based upon formal or informal consideration of the individual's performance or service.

(3) The fact that an increase was for merit or length-of-service should have been communicated to the affected employee.

(4) With respect to merit increases: The employer must be able to show that each increase was justified by the employee's

performance.

(5) With respect to length-of-service increases: The employer must be able to demonstrate the factors involved in computing the increase, such as the length of time which must elapse before the employee becomes eligible for a length-of-service increase and the relationship between the amount of the increase, the length-of-service, and the frequency of review.

### Construction Allotments Announced by NPA . .

ALLOTMENTS of controlled materials for the construction of 500 commercial, religious, municipal and entertainment projects throughout the country with an estimated cost of almost \$100 million have been announced by the National Production Authority.

NPA said the allotments, made during the period from July 1 to Sept. 30, were for delivery during the latter half of 1952 and the first half of 1953. Approximately 50 percent of the projects will receive their materials in the fourth quarter of this year; 40 percent in the first and second quarters of 1953; the remaining 10 percent received materials during the third quarter of 1952.

NPA noted the comparison of these allotments with those of the preceding three months of April, May and June, for 1,662 projects with an estimated cost of more than \$626 million.

The great reduction in approvals of construction projects in the latter period, NPA explained, was the result of the impact of the steel strike on the supply of structural steel.

A breakdown of the allotments indicates that New York leads the list of states with 44 projects with an estimated cost of close to \$14 million; California is next, with 38 projects costing \$5 million, and Texas third, with 36 projects costing approximately \$6 million.

(Continued on page 74)

### OPS Warns Dealers to Maintain Records . .

OPS is further widening the list of products which are either exempted from controls or on which controls are suspended. OPS warns however that retailers and other sellers are not relieved of the responsibility of maintaining the various records required by the price control regulation.

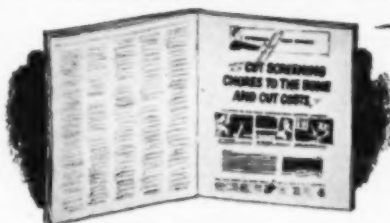
Hardware products which have been exempted from controls include: floor coverings, housewares, sporting goods, Christmas decorations, pet supplies and china and glassware.

OPS currently is working out explanations of just what records must be kept under a price order after that order is lifted.

*Especially for You...*

# BIGGEST CAMPAIGN IN SCREENCLOTH HISTORY

## 1 BIG SPACE Local Newspaper Advertising



Tested last year, localized Lumite Screening advertising helped move more Lumite and other Spring clean-up, paint-up, fix-up supplies for over 2200 dealers. Available again this year in many more cities and counties. (See list below.) If the main center of our trading area is listed, ask your jobber how you can get your name signed to this big campaign.

## Ask Your Jobber!

If you find the name of your main trading area center listed. You may be eligible to sign the big Lumite advertisements.

<b>ALABAMA</b> Birmingham Mobile	<b>ILLINOIS</b> Joliet	<b>NEW YORK</b> Albany Binghamton Buffalo Hempstead New York Rochester Schenectady Staten Island Syracuse Troy Watertown	<b>RHODE ISLAND</b> Providence
<b>CALIFORNIA</b> Long Beach Los Angeles Oakland San Diego	<b>INDIANA</b> Evansville Fort Wayne Indianapolis	<b>NORTH CAROLINA</b> Charlotte Washington Wilmington	<b>SOUTH CAROLINA</b> Charleston
<b>CONNECTICUT</b> Bridgeport Hartford New Haven	<b>MAINE</b> Portland	<b>OHIO</b> Cleveland Columbus Toledo Youngstown	<b>TEXAS</b> Beaumont Corpus Christi Houston Richmond
<b>DELAWARE</b> Wilmington	<b>MARYLAND</b> Baltimore	<b>PENNSYLVANIA</b> Lancaster Philadelphia Pittsburgh	<b>VIRGINIA</b> Norfolk Richmond
<b>FLORIDA</b> Jacksonville Miami Orlando Pensacola St. Petersburg Tampa West Palm Beach	<b>MASSACHUSETTS</b> Boston Cape Cod Springfield	<b>WASHINGTON</b> Seattle Tacoma	<b>WISCONSIN</b> Appleton Fond du Lac Green Bay Manitowish Milwaukee Sheboygan
	<b>MICHIGAN</b> Detroit Grand Rapids		
	<b>MISSOURI</b> St. Louis		
	<b>NEW JERSEY</b> Asbury Park Newark		

*Double-barrelled power!*

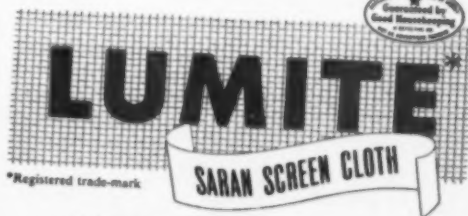


## 2 BIG NATIONAL Advertising Campaign



Next Spring, such great homemaker magazines as *Better Homes & Gardens*, *American Home*, *Small Homes Guide*, *Sunset*, *Farm Journal*, *Progressive Farmer*, *Popular Mechanics*, *Popular Science Monthly*, *Mechanix Illustrated*, *Family Handyman*, *Home Maintenance & Improvement* will carry a strong Spring Lumite Screening campaign. It will deliver many thousands of messages right into your territory. And if

you are in one of the key newspaper areas, you'll have the strong tie-in of the local advertising to tell your customers where to buy Lumite—in your store.



\*Registered trade-mark

**LUMITE DIVISION** | Chicopee Mills, Inc.,  
47 Worth Street, New York 13, N. Y.

SOUTHERN HARDWARE for NOVEMBER, 1952

# Business Trends

## AND PRICE CHANGES

### Improved Retail Trade Indicated for Future

BUSINESS ACTIVITY now is back on a stable level and the outlook is for continued improvement in virtually all lines of trade. No sharp up turn is indicated, but neither is there likely to be any sizable set-back so long as the Korean war goes on.

Generally, production is rising. Incomes continue to edge up and prices are stable. Retail trade, good now, will improve with Christmas buying. The indication is that the nation's economy will be one of stability in the months ahead.

Another sign of business health is the inventory situation. Business inventories at the end of August stood at 69.5 billion dollars, a gain of 100 million dollars over July. This increase for the most part was in manufacturers' stocks, retail and wholesale inventories being lower than in July. As retail sales increase dealers will have to replace diminishing inventories, further stimulating production.

The rise in personal income assures the increase in retail sales. In August, the latest month for which statistics are available, personal income was at the rate of 267 billion dollars a year, a gain over July of 3 billion.

Meanwhile, consumers are spending more of their income. In mid-year the rate of savings was substantially under the same period of a year earlier. In the face of rising incomes a drop in savings indicates an increase in individual spending. It is a good sign of an expanding market for consumer goods.

Farm income, in contrast, will show only a slight gain for the year. Farmers are experiencing a drop in net income as their production costs rise. However, the farmer's financial position continues strong and there is not likely

to be any diminishing in the demand for farm products.

Most economic forecasts predict that business will be good up to mid-1953 and any slump after that time will be a gradual readjustment as the defense program tapers off.

### Consumer Credit Hits New Record High . . .

TOTAL CONSUMER credit outstanding rose to 21.2 billion dollars at the end of July, up one percent from the previous record level of the month before. The rise since the termination of controls on consumer credit in early May is about seven percent, according to the Department of Commerce.

Installment credit outstanding totaled 14.7 billion dollars, up 0.3 billion from June and 1.8 billion from July 1951.

The increase during July compares with a decrease of 52 million dollars in July of last year and increases of 0.5 billion in July 1950

and 0.2 billion in July 1949. A seasonal decline in charge accounts partly offset the rise in installment credit outstanding.

### Cash Farm Income Gains in First Nine Months . . .

FARMERS' TOTAL cash receipts from marketings in September are expected to be about 3.5 billion dollars, 24 percent more than in August and slightly above a year ago. Receipts from livestock and products will total around 1.8 billion dollars, up 16 percent from the previous month and about the same as in September 1951.

Crop receipts in September will be about 1.7 billion dollars, 33 percent more than in August and about 5 percent higher than in September 1951. The increase over the previous month is due mostly to seasonally larger sales of cotton, soybeans, and tobacco.

Cash receipts in the first nine months of 1952 will total approximately 22.2 billion dollars, up two percent from last year. Receipts from livestock and products will be about 13.6 billion dollars, 4 percent less than in the corresponding

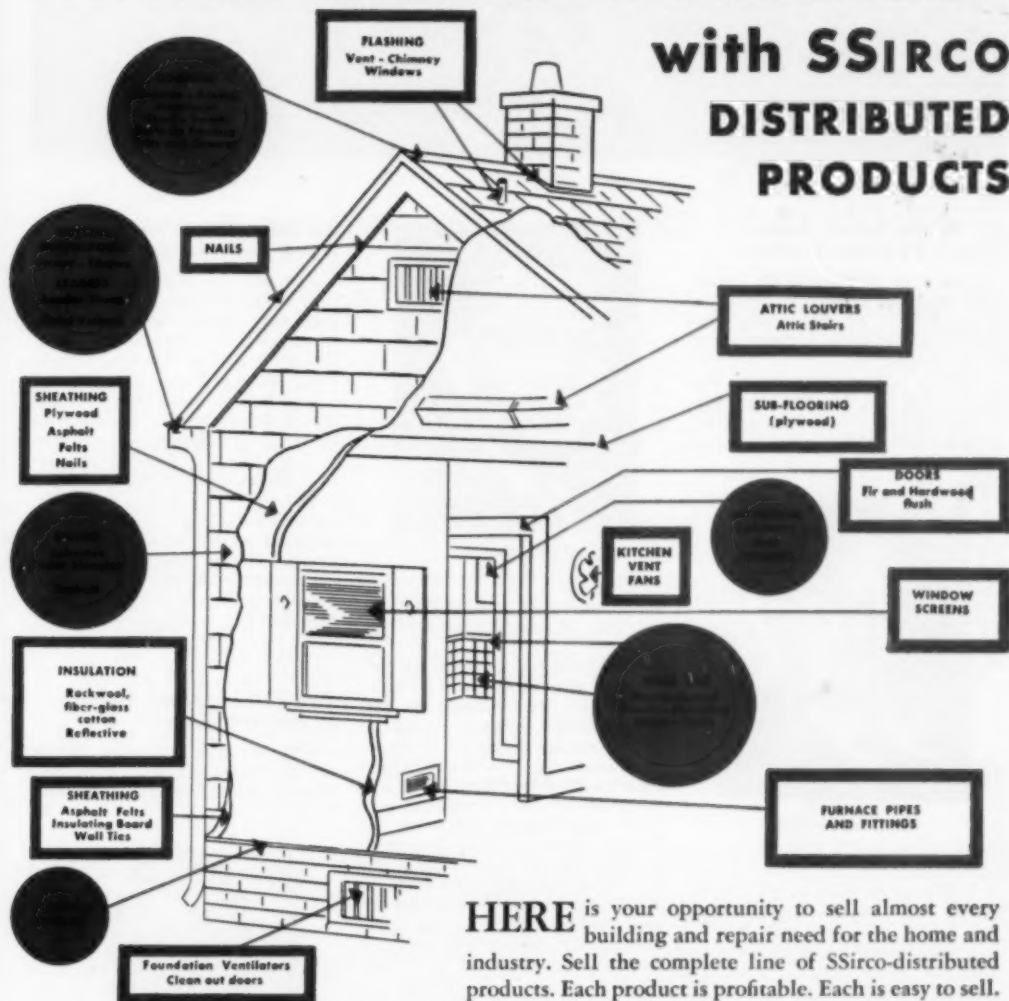
(Continued on page 76)

Geographic Division	% change in sales Aug. 1952 from		8 mos. 1952 from	% change in inventories Aug. 1952 from		Stock-Sales Ratio		
	Aug. 1951	July 1952	8 mos. 1951	Aug. 1951	July 1952	Aug. '52	Aug. '51	July '52
U. S. Total Sales	- 1	- 1	- 2	-13	- 1	155	176	156
Hardware:								
South Atlantic	- 1	+ 1	- 6	-13	- 3	233	265	242
East South Central	-11	-12	- 5	-16	+ 1	223	242	196
West South Central	+ 1	+ 1	- 6	-12	- 1	231	272	244

Wholesale Hardware Sales and Inventories  
(From U. S. Dept. of Commerce Monthly Report)

# ...from ROOF to FOUNDATION—

## with SSIRCO DISTRIBUTED PRODUCTS



**Make More Money with This  
Easy-to-Sell Line of Quality Prod-  
ucts with Well-Known Names**

**HERE** is your opportunity to sell almost every building and repair need for the home and industry. Sell the complete line of SSIRCO-distributed products. Each product is profitable. Each is easy to sell. Each is a quality product—a well-known name. And you get prompt *Overnight Delivery* or *Drive-In Pick-Up* from one source of 16 Warehouses at strategic points throughout the South. Add free selling-aids, and you have the combination for real profits.



# SOUTHERN STATES IRON ROOFING COMPANY

# HARDWARE INDUSTRY NEWS

## H. G. Shulman, Baker Brush President, Dies .

HARRY G. SHULMAN, 56, president of Baker Brush Co., Inc., New York, died in an automobile accident near his home in Chappaqua, N. Y., August 24.

Widely known in the paint and brush industry, Mr. Shulman was president of the Metropolitan Brush Makers Association and was



Harry G. Shulman

a long time member of the N.P.A., Paint and Varnish Brush Industry Advisory Committee.

Coming to Baker Brush Co. about 40 years ago, he built the company from a local firm, specializing in artists' brushes, to a national enterprise selling all types of paint and varnish brushes through dealers and distributors throughout the country.

Surviving are his widow, and two sons, Walter and Stuart, both vice-presidents of Baker Brush Co., Inc.

## Lowe Appoints Officials to New Sales Positions .

DANIEL STANLEY and Richard Butler, sales officials of The Lowe Brothers Co., Dayton, Ohio, have been appointed to new sales po-



Daniel Stanley

sitions, according to R. L. McPherson, general sales manager of the company.

Mr. Stanley was appointed supervisor of branches in the southern district. His headquarters will be in Atlanta, Georgia. He served two years as a branch manager in Jacksonville, Florida before taking over his new duties.

Mr. Butler was appointed as a trade sales representative in the Tampa, Florida area. He has served 12 years as a representative and director of sales for Lowe Brothers at several points throughout the country. He will make his headquarters in Tampa and serve the dealer organization in that trading area.



Richard Butler

## Buffalo Bolt Promotes Hurd and Curtiss . .

RUDOLPH B. FLERSHEM, president of the Buffalo-Eclipse Corp., announces the following two promotions for the Buffalo Bolt Co., Division of the Buffalo-Eclipse Corp., to be effective immediately.

Lawrence L. Hurd, formerly assistant general sales manager of the Buffalo Bolt Co., is promoted to the position of director of public relations of the Buffalo-Eclipse Corp.

Colman Curtiss, Jr., formerly assistant to the vice-president in charge of sales of the Buffalo Bolt Co., succeeds Mr. Hurd as assistant general sales manager of the Buffalo Bolt Co.

## Perfection Adds Waters to Southern Staff . . .

THE ATLANTA, GA., sales district of the Perfection Stove Company has added V. H. Waters to its staff.



V. H. Waters

A native Georgian, Mr. Waters served in the U. S. Signal Corps during the last war, entered the sales field upon his return from overseas service. For Perfection, he will handle the northern half of the State of Georgia.

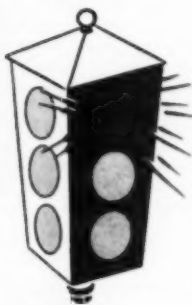


# Concentrate on nationally known lines like *Green Spot*

**THAT'S THE PROVEN WAY TO MAKE MORE MONEY**

Now Scovill makes it possible—and profitable—to concentrate on the most wanted line of garden hose accessories . . . GREEN SPOT!

Take advantage of this opportunity to sell a nationally prominent line of garden hose accessories—just as you sell well known lines of tools.



**GO with  
Green Spot**

● Concentrate on GREEN SPOT — the complete quality line of watering devices and garden hose accessories that sells faster and nets more profits than miscellaneous, mismatched merchandise.

● Concentrate on GREEN SPOT — simplify ordering, stocking, inventory control by handling one complete line of watering devices and accessories.

● Concentrate on GREEN SPOT — take advantage of your wholesaler's interesting propositions and traffic-building plan.

● Concentrate on GREEN SPOT — compelling point-of-purchase displays, plus an impressive line you can feature to advantage. Make this an important addition to your garden department.

● Concentrate on GREEN SPOT — in 1952 high-powered ads in magazines with a combined circulation of 138 million, and in *This Week Magazine* in 31 major market areas did the spade-work for 1953's EXPANDED NATIONAL ADVERTISING!



**GROW  
with  
Green Spot**



**The *Green Spot* line has everything your customers want for watering lawns and gardens**

Automatic sprinklers in a complete price range, including the famous WEATHER-MATIC with twin dial power heads . . . Special purpose and standard sprinklers and nozzles . . . Convenience items — new Quick Connector, free-swiveling gooseneck, Y connectors . . . New Dura-Seal couplings for plastic hose and Dura-Seal clincher couplings and menders for rubber hose . . . Hose repair items — couplings, hose menders, clamps, nipples, washers.

**THESE TWO  
FAMOUS  
SEALS  
HELP YOU TO SELL**



**Green Spot**  
A PRODUCT OF SCOVILL

For 1953 — every attractive GREEN SPOT box on your shelf or counter packs the selling power and punch of THE SATURDAY EVENING POST's Seal of Recognized Value and the GREEN SPOT seal for healthy lawns and gardens. GREEN SPOT products are made by Scovill Manufacturing Company, world's largest independent fabricator of brass goods, who for 150 years has been noted for its traditionally fine metal craftsmanship. Write for booklet describing GREEN SPOT line, and name of your nearest wholesaler.



**SCOVILL MANUFACTURING COMPANY  
34 MILL ST., WATERBURY, CONN.**

## INDUSTRY NEWS

(Continued from page 40)

### Wiedl Joins Atlantic Steel Advertising Staff

MICHAEL F. WIEDEL, JR. has joined the advertising department of Atlantic Steel Co., Atlanta 1, Ga., according to an announcement by Howard B. Johnson, company vice president.

Mr. Wiedel is widely known throughout the South in the metal-working field and for several years headed the Southern Machinery and Metals Exposition. A graduate of the University of Notre Dame, his business background includes several years experience in the development of trade shows and promotional campaigns for southern industries.

Joining Atlantic Steel in 1949, he served the company in sales development work and was an original member of the product engineering department. He later was named safety promotion and co-ordination director.

### Plymouth Elects Bradley Vice President . . . .

EDWIN G. ROOS, president of the Plymouth Cordage Co., Plymouth, Mass., has announced that, at the September 1952 meeting of the board of directors, B. B. Bradley, general sales manager, was elected vice president. Mr. Bradley is in charge of all sales of the parent and subsidiary companies in the U. S. and Canada.

Widely known throughout the cordage trade and consuming in-



B. B. Bradley

dustries, he is a graduate of Dartmouth College, spent two years in the industrial sales department of the Valspar Corp., New York and then joined the Plymouth Cordage Co. in 1931.

Shortly after joining the company, he became the first resident Plymouth Cordage Co. sales representative on the Pacific Coast, and two years later established Plymouth's Pacific Coast District Office. In 1938 he was transferred to New York as eastern district sales manager, where he remained until called into the Navy in 1943. He returned to Plymouth Cordage Co., at Plymouth, as general sales manager, at war's end.

### Historical Pageant Ends Ileo-Lockwood Meeting .

THE CLIMAX of a 6-day sales convention held by Independent Lock Co. and the Lockwood Hard-

ware Manufacturing Co., both of Fitchburg, Mass., was a colorful pageant depicting the parallel histories of the two companies. Written and directed by Lockwood general sales manager, Adon Brownell, and George Wheatley, Lockwood contract sales manager, and featuring in a starring role Bernard S. Falk, ILCO sales manager, the pageant highlighted the progress of the two firms from the establishment in 1834 of the Nashua Lock Co., which might be called the forerunner of the present Lockwood-Ileo combine.

In the week-long series of sales sessions which preceded the pageant, every phase of Ileo and Lockwood sales and manufacturing operations was covered, and many new products were unveiled to the salesmen for the first time.

### W. W. Wood Sells Firm, Retires from Business .

THE WOOD SHOVEL & Tool Co., Piqua, Ohio announces the retirement from ownership control of William Wilson Wood, III, co-founder and chairman of the board of the company. William B. Wood, president, and Britton B. Wood, vice president, affiliated with the company since 1929, will continue in active management and have acquired ownership control of the firm.

William W. Wood retires to Florida for permanent residence, from where he will serve in a consulting and advisory capacity.

Throughout its history, the company has been actively directed by members of the Wood family. H. K. Wood, founder, served as its president until his death in 1922. He was succeeded by W. W. Wood, III, his son and co-founder of the firm. The latter served as president until 1941, when he was elected chairman of the board. He was succeeded as president by William B. Wood.

Other members of the present executive staff include: Ernest H. Branning, general manager; E. D. Marvin, secretary-treasurer; E. T. Nipher, procurement; and V. G. Scott, manager of sales.



Representatives attending Independent Lock, Lockwood sales meeting

# Bing Crosby...

is accelerating **JOHNSTON** Sales for You!

Johnston — first manufacturer to build durable, pressed steel lawn mowers — now has America's favorite family man accelerating Johnston power lawn mower sales for you...backed by these five-star features that will help you stay *first in the field* with Johnston...



★ **DYNAMIC, NEW ADVERTISING PROGRAM**... "Bing" will help you sell in the *Saturday Evening Post*, *Better Homes & Gardens*, etc. ... in new first-in-the-field dealer merchandising aids ... in special regional and national promotions.

★ **NEW, ALL-PURPOSE ROTARY MOWERS** — can mow, trim, cut weeds — popular-priced leaders in the field ... taps this booming market. 18-inch ... all steel ... suction-lift ... 4-cycle engine and 18-inch Electric ... 1½ hp. motor.

★ **EXPANDED PRODUCTION FACILITIES** ... new plant at Brookhaven, Mississippi ... built exclusively for the manufacture of power lawn mowers.

★ **EXCLUSIVE** laminated pinion and pressed steel ring gear ... another first in the field for Johnston ... insures continued, trouble-free operation.

★ **And... Quality at a Price that SELLS!**

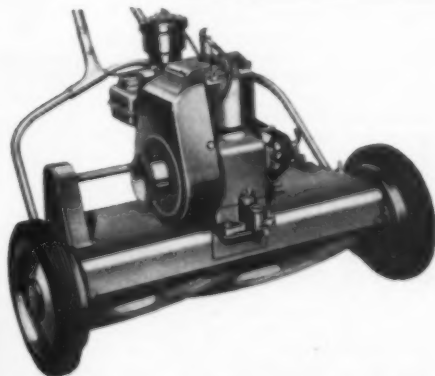
Johnston mowers ... \$69.50 to \$125.00\* ... are priced to sell your popular market ... and are backed by 40 years leadership in the production of quality lawn mowers.

\*List price f.o.b. factory

**FOR THE NAME OF THE  
JOHNSTON WHOLESALER  
IN YOUR TERRITORY**

write, wire or call: Johnston  
Lawn Mower Corporation,  
Brookhaven, Mississippi.

**TWO REEL-TYPE MOWERS:** 21-inch Lawn Patrol (at right), 1.6 hp. 4-cycle engine and dual clutch control; 18-inch Cruiser (not shown) ... 1.1 hp. 4-cycle engine. Johnston quality throughout.



# JOHNSTON

**POWER LAWN MOWERS**

**FIRST IN THE FIELD FOR FORTY YEARS**

Copyright 1952, Johnston Lawn Mower Corporation, Brookhaven, Mississippi.

SOUTHERN HARDWARE for NOVEMBER, 1952

### C. L. Whittemore Joins Olin as Representative .

CLINTON L. WHITTEMORE, JR., has joined the administrative staff of Olin Industries, Inc., as a special representative on all activities



C. L. Whittemore, Jr.

of the company, according to F. S. Elfred, Jr., executive vice-president.

Mr. Whittemore comes to Olin after 14 years as marketing assistant on industrial sales of Soco Vacuum Oil Co., Inc., Lubrite Division. Formerly he was president and principal owner of Levering Laboratories, Inc., pharmaceutical manufacturers. He was also assistant vice-president of the Plaza Bank of St. Louis, of which he is now a director, and is president of the Levering Investment Co. of St. Louis.

Mr. Whittemore attended Dartmouth and the University of Virginia and makes his home in St. Louis.

### Skilsaw Changes Name to SKIL Corp. . . .

SKIL CORPORATION is the new name of SKILSAW, Inc., Chicago manufacturer of portable electric and pneumatic tools. The change became effective October 1.

In announcing the change, company President Bolton Sullivan explained, "We have outgrown the name SKILSAW. During our 28

years history, the SKIL product line has expanded from one portable electric saw to more than 150 different SKIL tools. This expansion has left the name SKILSAW limiting in its descriptive value, since we manufacture not only saws, but also many other types of portable power tools including drills, sanders, grinders, drivers and polishers."

The name SKIL Corporation ties in directly with the SKIL trademark used on the company's construction, industrial, automotive and home shop tools.

### Stanley Display Coach Begins Nationwide Tour

STARTING TO ROLL on the first leg of its maiden voyage is "Stanley Tools On Tour" — the new display coach soon to be calling at the doors of hardware dealers from coast to coast. Specially constructed on the chassis of a new full-size passenger coach, the yellow

and green show room is easily identified by the giant-sized reproductions of Stanley hand tools on its exterior.

Staffed with factory-trained sales personnel, the display coach — the first one of its kind to be completely devoted to hand tools — will display over 950 different items during its continuous nationwide tour. Tools on exhibit range from small line levels to large Bailey planes, each individually mounted within its own group on pastel display panels trimmed with blond mahogany. Current promotion and point-of-purchase material for dealers is also featured, along with envelope stuffers, catalog pages, decals and education material.

Completely air-conditioned, the up-to-date interior of the coach gives the appearance of an ultra-modern hardware store throughout. A lounge in the rear of the coach provides a comfortable conference area where dealers may discuss their problems with Stanley sales personnel.



*Melnor's*

# spray-mix

the most exciting  
garden accessory since

## swingin' spray



#81  
comes  
complete  
with 5-foot  
suction hose,  
deflector  
for gentle,  
wide spray  
and filter  
strainer

suction-action  
combines fertilizers,  
insecticides,  
detergents,  
chemicals with  
hose water  
cuts working  
time in half!

Fertilize - de-weed your lawn or  
garden in half the time!

Insecticide and hormone-spray  
trees and shrubbery. No more  
climbing or special equipment!  
Pressure-wash your car - bright  
and clean with far less effort!  
Windows... porches... houses -  
sparkle clean with half the work!



Powerful, self-selling 3-color set-up  
display carton... with one-dozen individually  
packaged units... with each order

solid brass, rustproof,  
fits any hose...

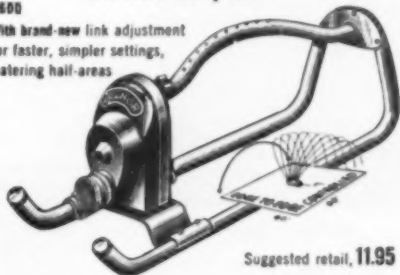
**1.49**  
retail

ranks **first** in the nation over all  
other oscillating sprinklers\*

- lightest-weight oscillating  
sprinkler on the market
- all parts entirely rustproof and  
non-corrosive
- unconditionally guaranteed...  
for one full year

#600

With brand-new link adjustment  
for faster, simpler settings,  
watering half-areas



Suggested retail, **11.95**

- covers rectangular areas up to 2400 sq. ft.
- adjusts easily for smaller areas
- sturdy aluminum, brass and stainless steel
- water-driven gears never need oiling
- covers entire lawn area uniformly

\*Melnor's Swingin' Spray ranks first in nation for brand acceptance according  
to the latest Annual Store and Market Study conducted by Hardware Retailer.

Smart dealers build a complete department around Melnor Garden Accessories



**MELNOR Metal Products Co., Inc.**

NEW PLANT AND EXECUTIVE OFFICES  
10-40 45th Ave. • Long Island City 1, N. Y.



## INDUSTRY NEWS (Continued from page 44)

### New Representatives for Worcester Lawn Mower.

WORCESTER LAWN Mower Co., division of the Savage Arms Corp., announces new appointments in the selling organization.

W. Lewis Brown will serve as sales representative in the states of Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee and Virginia. Mr. Brown formerly represented the Arms Division of Savage Arms Corp. and will continue in that capacity as well as



W. Lewis Brown

in the interests of the Worcester Lawn Mower Co. His headquarters will be in Cartersville, Ga.

Paul A. Shepherd, located in Tulsa, Okla., continues to represent Worcester, as well as the Arms Division of Savage, in the states of Arkansas, Kansas, Louisiana, Missouri (except St. Louis), Nebraska, Oklahoma and Texas (except El Paso).

### SSIRCO Promotes Nash, Lee to Branch Posts

SOUTHERN STATES Iron Roofing Co., Savannah, Ga. has announced the appointments of Hugh O. Nash to district sales manager at Raleigh, N. C. and Cater Lee to branch manager at Birmingham, Ala.

Mr. Nash has been manager of the Birmingham branch since October, 1947. Prior to that he man-



Hugh O. Nash

aged the company's branch in Savannah, Ga., where he began his association with the company in 1943. In his new position he will direct SSirco's sales efforts in North Carolina and Virginia.

Mr. Lee joined SSirco in 1940 as sales correspondent. He advanced through various sales capacities and was manager of the Savannah branch when he was called to active duty with the Air Force in January, 1951. Upon his



Cater Lee

release in May, 1952 he rejoined the company as warehouse supervisor, the post he held at the time of his new appointment.

### Young to Manage Y&T Yale Product Sales

JAMES D. YOUNG has been advanced to general sales manager

for Yale locks and builders hardware products, according to an announcement by Leo J. Pantas, general manager of the Stamford Division of The Yale & Towne Manufacturing Co., Stamford, Conn. He succeeds A. Charles Amann, who resigned August 15. In his new post as general sales manager of the Stamford Division, Mr. Young will direct all sales operations involving Yale



James D. Young

locks, door closers, builders hardware, Tri-rotor pumps, and hardware components sold to other manufacturers.

Mr. Young joined Yale & Towne's hoisting equipment sales staff in 1941 at the Philadelphia division. After serving as a district sales manager for Yale Hoists, he served as national sales manager for Yale scales and, more recently, was national sales manager for Yale powered handtrucks and handlift trucks.

His apprenticeship in sales was with Joseph T. Ryerson & Son., and he later served on the sales staff of American Chain & Cable Co., and as a district sales manager of the Kron Scale Co., before he joined Yale & Towne in 1941.

### Jacobsen Conducts 1953 Sales Meeting

O. T. JACOBSEN, president of Jacobsen Manufacturing Co., Racine, Wis., told salesmen at the  
(Continued on page 82)

*You can put your confidence in-*

the



line

Quality Twines and Cordages



*Top Quality!*



SEINE TWINES  
SEINE CORDS  
TROT LINES  
STAGING  
VENETIAN BLIND CORD  
SASH CORDS  
CLOTHES LINES  
MASON LINES  
BUTCHER'S TWINES  
FISHING LINES  
NYLON CASTING LINES  
STARTER ROPE  
JUMP ROPE  
MOP HEADS  
WRAPPING TWINES  
KITCHEN LINES  
EXPRESS TWINES  
CHALK LINES  
KITE CORDS  
PARCEL POST TWINES  
POLISHED INDIA TWINES  
PLASTIC CLOTHES LINES

ART. 575  
50-ft. hanks  
(2 connecting)  
Packed 12 to box

Finest grade plastic - will not discolor - rayon filament center - easy to clean - little stretch - 100-foot lengths in two 50-foot connecting hanks



PLASTIC  
CLOTHES  
LINE

Buy the **MIKE** Line for Service



**ORDERS OF \$50.00 OR MORE. FREIGHT PREPAID.** Orders of less than \$20.00 f.o.b. Mill, Lawndale, N. C. or Marietta, Minnesota. Orders of \$20.00 to \$50.00, freight allowed to \$1.00 per cwt. Freight prepaid does not include extra charges incurred outside carrier's regular zone of delivery.

At this season of the year when quick fill-in of your stocks are frequently needed we maintain extra high stock levels on most items so that we can give 24 to 36 hour shipment on any orders received.

When you display the **MIKE** line -  
*it Sells!*

**Cleveland Mills Company**

LAWNDALE, NORTH CAROLINA

ESTABLISHED IN 1873

Marietta, Minnesota

SOUTHERN HARDWARE for NOVEMBER, 1952

**Now BRAZED**  
for extra-tight  
sealing!



**MODEL 87 qt.,  
25 pt.**  
polished brass,  
all parts brazed,  
fully shielded,  
self-cleaning  
needle, pistol-  
grip handle,  
bottom fill

**MODEL 200 qt.,  
199 pt.**

All parts brazed,  
simplified pump,  
safety valve lock,  
functional tank  
design, top fill  
—available  
polished brass  
or steel (200 s)



**Here's another BERNZ  
improvement to make  
these blow torches  
sell faster than ever!**

Now, every part is brazed. No solder  
is used anywhere. Thus making these  
torches exceptionally leak-proof.

What's more, this new Bernz brazing  
process adds to the looks of the torch—  
gives it an overall smooth appearance  
... another important selling point.

Improvements like this, together with  
functional design, pistol grip handles,  
and many other unique features have  
been developed through more than 75  
years of leadership in the torch field.  
They are the reasons why it will always  
pay you to stock the complete Bernz  
line. Write today for full information.

*"Always Reliable"*

**OTTO BERNZ CO., INC.**  
280 LYELL AVE. ROCHESTER 8, N. Y.

## WHOLESALE NEWS

### Two Belknap Employees Observe 50th Anniversary

TWO EMPLOYEES recently cele-  
brated fifty-year anniversaries  
with the Belknap Hardware &  
Manufacturing Co., Louisville, Ky.



Grimm and Hoeger receive  
watches from President Botorff

William Grimm started August  
18, 1902 as a packer, serving later  
as an order clerk, stockman in  
charge of tinware, enamelware and  
galvanized ware, and department  
head of household goods, a posi-  
tion he still holds.

Oscar F. Hoeger started August  
23, 1902 in the Billing Department.  
After working at practically all  
positions in connection with traffic,  
he was made the active head of  
the Inbound Traffic Department, a  
position he holds at present.

In appreciation of their services,

each was presented with a pocket  
watch appropriately engraved.

### Peden Names Bryan Sales Promotion Mgr.

GEORGE T. MORSE, Jr., president  
and general manager of Peden  
Iron & Steel Co., Houston, Texas  
wholesalers, announces the ap-  
pointment of J. D. Bryan, Jr. as  
sales promotion manager.

Mr. Bryan, better known as Jim-  
my, while still a young man, is a



J. D. Bryan, Jr.

veteran in the hardware field. He  
started with Peden a good many  
years ago in the warehouse and  
has advanced through several de-  
(Continued on page 79)

Right, the modern five-story  
building now being con-  
structed by Stratton & Ter-  
stegge Co., Louisville, Ken-  
tucky, to house its general  
offices, display rooms and  
cafeteria. The building will  
include a large loading dock  
for both in-coming and out-  
going traffic and will in-  
crease the company's present  
plant coverage to 13 acres.  
Part of Stratton & Ter-  
stegge's new expansion pro-  
gram, the construction is lo-  
cated at 16th and Main  
Streets in Louisville



*Eye-Appeal is Important*



# Tapatco Leads in Eye-Appeal

Eye-appeal means *customer-appeal*. That's why you, as a dealer, are better off to handle only the best-looking merchandise you can get. In addition to their built-in quality, all Tapatco products give you the edge in appearance. They're especially designed by top-notch creative men to stand out in any selection. Be sure to take advantage of this extra eye-appeal. Sell Tapatco this season! Ask your jobber or write us.

## AN EXAMPLE OF TA-PAT-CO EYE APPEAL

Tapatco buoyant cushions are just naturally better-looking than most. Edges are truer . . . there are no bulges or wrinkles . . . cover materials match on all sides . . . colors are brighter . . . and picture designs are more attractive. That all adds up to more eye-appeal—and more sales for you.



THE AMERICAN PAD & TEXTILE CO., GREENFIELD, OHIO

Sell these Ta-pat-co products for summer profits



STAY-A-FLOAT



No. 30 BUOYANT SEAT CUSHION



No. 8 SPORTSTER VEST

**Tapatco . . . You Can't Buy Better to Save Your Life**

# Everybody needs nails!

DISPLAY THEM WHERE  
THEY'LL BE SEEN . . .



## DIXISTEEL NAILS ARE MADE TO SELL

DIXISTEEL Nails have maximum strength and greater bend resistance. Heads are accurately centered, won't fly off. Points are clean cut and sharp—penetrate easier. That's why they *sell better*.

Full range of sizes and finishes available.



## LEAD HEAD NAILS

The DIXISTEEL Lead Head Nail is the ideal roofing nail to sell. It builds customer satisfaction; builds profits for you.

The DIXISTEEL Lead Head Nail never loses its head! It won't fly off when driven or as a result of contraction or expansion of the roofing.

Order from your wholesaler now. Free samples on request!

You may be letting extra profits slip by because you are keeping your nails where customers can't see them.

Put some cartons of DIXISTEEL Wire Nails and Brads out where your customers can see them and they will *buy* them on the spot.

The red, yellow and black DIXISTEEL packages are real eye-catchers—natural reminders to *buy*.

Order a supply of DIXISTEEL Wire Nails and Brads from your wholesaler and *watch your profits grow!*

# DIXISTEEL

ATLANTIC STEEL COMPANY

ATLANTA, GEORGIA





*Her decorating ideas*

## INCREASE CHRISTMAS SALES



S. W. Ellis

**"P**LAY UP CHRISTMAS in the store at the right season, but don't overdo it," warns Mrs. Eva Shumaker, who owns and operates the DeSoto Hardware Co., in the main business section of Little Rock, Arkansas. Her display windows are eye-stoppers at Christmas, and her store blooms with Christmas lights and greenery. But, best of all, her cash register rings up important extra volume that stems from her Yuletide promotions.

Mrs. Shumaker has her own ideas about Christmas promotions, and she is forthright in relating what she has gained from experience.

"I don't believe it pays to put

Christmas merchandise on display too soon," she says, "and I believe that it should be taken down the day after Christmas. In our store, we have all our plans made and the preliminary work done, so that the day after Thanksgiving the store takes on its Christmas atmosphere. From then until Christ-

mas, we promote the season and its merchandise right at the front of the store, from the display windows to about fifteen feet back into the store. We give plenty of ideas for gift-buying, change displays daily, and put the customer into a festive mood by showing him plenty of Christmas glitter."



Above, Mrs. Shumaker trims the Christmas tree that gives the front of her store a festive air during the Yuletide season. Right, a special display of gift suggestions flanks the tree



Tools for the hobbyist, ready for demonstration, attract many Christmas shoppers and are profitable and welcome gift suggestions

Mrs. Shumaker has reasons for not over-doing Christmas in her store.

"I feel that when Christmas is overdone, the store could lose some of its patronage from regular customers — mechanics and painters who need supplies every day in their work. When they enter a hardware store that is over loaded with Christmas decorations and purely seasonal items, such as toys, they feel slightly discouraged about finding what they want or receiving good service.

"We use the front of the store for Christmas promotions and leave the balance of it free of decorations. The front decorations and promotions are sufficient to attract Christmas shoppers. And our regular customers will find, at the back, the same uncluttered surroundings we try to maintain every day of the year."

Although Christmas decorations and special holiday promotions are not started until after Thanksgiving, Mrs. Shumaker gives thought to the early shoppers, those who start Christmas shopping as early as August or September. For these, she offers gift suggestions in a round-about way. Her attractive display windows carry the items that make excellent gifts. Her advertisements play up and promote spotlighted items.

Mrs. Shumaker has definite ideas regarding the limited Christmas decorations she does use. The store should decorate for Christmas in keeping with other stores in the neighborhood, she pointed out. She prefers special Christmas

lights, especially action lights. Thus, her store always has a festive air at Christmas, without being overcrowded with looped tinsel and wreaths.

A small Christmas tree, trimmed with ornaments, tinsel and lights, is mounted on a firm base just behind one of the windows. Flanking the tree on one side is a specially-made three-tiered stand of gift suggestions. This stand, covered with red or green crepe paper, proves its value by being cleaned of the merchandise it shows almost every day.

The favored items for placing on the stand include small electri-

cal appliances of all kinds, quality housewares, picnic and fishing supplies, hand tools, and garden tools. Close to the stand are shown wheel goods and often out-of-season items that make acceptable Christmas gifts. For example, even lawn mowers had a sudden spurt in sales during December because a mower was placed among the gift suggestions.

Directly across from the Christmas tree, tools for the hobbyist or the craftsman are promoted as Christmas gifts. Small power tools are on display, ready for a demonstration, and accessories for the power tools are attractively displayed.

When a lady customer comes into the store looking for a Christmas present for a man, she is asked whether or not he has a home workshop or enjoys using fine tools. This suggestion often results in a sale.

Last fall, Mrs. Shumaker selected several small items for the early Christmas shopper — items selling for less than \$5 — and advertised them in the newspaper, with a coupon attached for mail-order buying. The mail-orders from out-of-town did not come in overwhelming numbers, she said, but the coupon encouraging mail orders led many local customers to buy the items without delay. They were afraid that if they did not make their purchases immediately, the entire lot would be sold to out-of-town buyers. Several such customers admitted that they were putting the items away for Christmas gifts later.

"No store offers the Christmas shopper better opportunities for buying suitable gifts than the hardware store," Mrs. Shumaker pointed out. "Before the Christmas season starts, I check all my stock and select items that I feel will be suitable for Christmas promotion. All items in turn are given special front-of-the-store promotion. They go into the two display windows and on the special Christmas display stands. Also, they will be displayed under or near the Christmas tree at some time and eventually suggested as gifts.

Mrs. Shumaker does not buy special items for the Christmas trade. "Our Christmas promotions are for our every-day items," she explained. "The extra volume that we get at Christmas indicates that the average modern hardware store contains hundreds of excellent items that are appropriate for Christmas gifts.

**JUST ARRIVED!**

**1,000**

**KNAPP-MONARCH**

**ELECTRIC HOT PLATES**



BEAUTIFUL CHROME WHITE FINISH

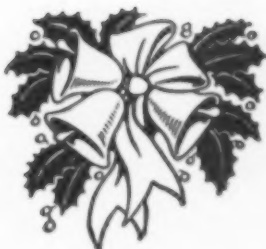
MODERN DESIGN **\$2.98**

DeSoto Hardware Co.

507 W. Capital Phone 4-3008

Suggestive gift items appear in pre-Christmas ads

# CHRISTMAS PROMOTIONS



## Toy Department Lures Christmas Shoppers . .

A toy assortment that takes up half the store and one full window during Christmas time at the Arlington Hardware Co., Arlington, Virginia, is a virtual treasure trove in its sparkling variety of unusual items, and it draws shoppers not only from the immediate vicinity but from distant points in Maryland and the District of Columbia.

The unique toy assortment carried by the store and the attractive manner in which it is displayed have resulted in a steady yearly Christmas gain in total sales volume of about 10 percent.

"We start preparing for Christmas right after the previous Christmas," explained Owner David Eisen, "by going to the New York toy shows, visiting toy wholesalers, and immediately buying items that have unusual appeal or may be difficult to get later in the holiday season. We keep spe-



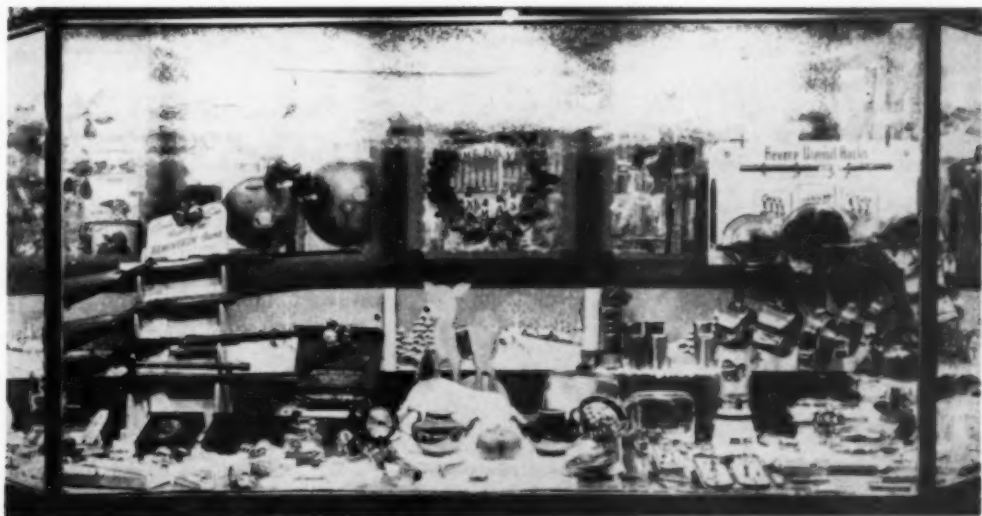
By keeping Christmas in mind the year-round, Eisen offers a unique selection at Yuletide



Attracted by the large toy assortment, Christmas shoppers respond to this window display of appliances and sporting goods

cially alert for something unusual—not the standard type of item to be found in every shop all during the year."

Another advantage in early buying," he said, "is that you frequently get an extra 10 percent discount. Also, you pay as you go along, and you're not overwhelmed with Christmas bills at one time."





## Christmas Promotions

The second floor of the Arlington Hardware Co. is used to store these early purchases.

Having established a reputation among suburban families for a good toy assortment, Eisen attracts to the store's lay-away plan as early as September each year.

"Our Christmas toy assortment is one of the biggest traffic builders at our disposal," Eisen said. "The effect on other departments, not only at Christmas time but throughout the year, in building sales volume is inestimable. I would say that the increase is at least 25 percent."

At Christmas, customers turn to their small appliances, workshop tools, sporting goods, etc. for Christmas gifts. Once the toy department has lured them in, they recall the wide stock and come back throughout the year.

Around October 1, Mr. and Mrs. Eisen begin assembling wheel goods in the stockroom. Six step-

up tables are cleared for toys, and five wall display shelves extending around approximately half the store are readied for Christmas merchandise. At this time, Mrs. Eisen plans her two Christmas gift windows of toys and hardware.

"We plan simple, heartwarming, neighborly displays that appeal to everyday families," she explained. "I'm not a professional window-

(Continued on page 68)

### Genuine "Santa" Pulls Heavy Christmas Traffic

A "GENUINE" Santa Claus, who is on duty in the store from the 15th of December until Christmas, has won much goodwill and attracted up to 2,000 additional visitors for Adams Hardware Co., Temple, Texas.

Owner Roy Adams began the "Visit Santa Claus" policy in 1945, when he located an old-timer, living in a nearby town, who flourishes a luxurious white, genuine beard, and who thus makes a far

more realistic Santa Claus than the usual Yuletide performer.

Advertised daily during the two weeks prior to Christmas, Santa Claus is seated on a throne at the rear of the store, where he holds youngsters on his knee and asks each to whisper his Christmas wishes. The requests are relayed via an intercom system to parents waiting near the front of the store.

Santa Claus is on duty from 11 in the morning until closing time, and as many as 250 youngsters per day have told him their wants.

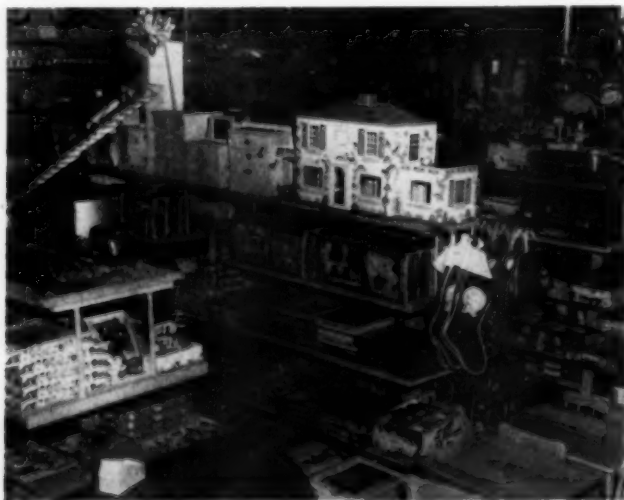
"We believe that the heavy amount of traffic attracted has been responsible for our progressively better holiday sales seasons each year," Adams said. "The route from the store entrance to Santa's throne is arranged to display our complete gift inventory, and impulse sales have grown sharply from year to year."

### Holiday Greetings Bring Payments of Old Bills

CONVERTING ordinary statements into holiday greetings resulted in many old, outstanding bills being paid up last year for Central Hardware Co., Fairmount, West Va.

Shortly before Christmas, Owner Roscoe Cox sent a blank statement to every charge account customer. Instead of cold figures, the statement bore a message: "Greetings, the Holiday Season prompts us to pause and exchange a word of friendly greeting with those whose goodwill and confidence in the past has enabled us to complete another successful year in business. We appreciate your friendship and patronage and wish for you a happy and prosperous New Year."

Signatures of all employees appeared on the statements, which resembled the usual monthly bill. Literally dozens of customers came by the store to voice their appreciation, Cox said, and the statements stimulated delinquents into paying most of their bills.



A 25% increase in all departments results from their toy traffic

## Scrap Leather Makes Profitable Toy Holsters

A CHRISTMAS season idea for using some scrap leather has developed into a year-around profitable and popular item for Parker Bros. hardware store in Knoxville, Tenn.

The store long has had a harness shop. In making harness, saddles, and other such leather goods, there naturally would be small pieces of scrap leather. These were mostly considered waste — until someone suggested making toy gun holsters for youngsters. Previously there had been calls for pistol holsters for officers, and some of the pieces of scrap leather had gone into making these.

From the store's first newspaper advertisements in 1951 of the toy gun holsters, there has been a steady demand for them.

The "cowboy" holsters are made out of two pieces of scrap leather, sewn together in the harness shop. They are the same size as a man's holster, thus have added appeal to youngsters. A decorative touch is given by placing nickel designs on them.

According to L. A. Dick, who is in charge of the harness department, "We turned out 20 dozen sets for the 1951 Christmas season, and they were very popular. We started selling them in October, and we promoted them in connection with our toy department. All of them were made from small pieces of leather left over in the harness shop. Now these holsters have become a year-around item with us, and we hope to make a growing thing of it."

All of the holsters were made by M. P. Courtney, the store's veteran harness maker. Usually, he makes a dozen at one time, as the pieces of scrap leather accumulate and he is not busy with other duties.

The store has a separate section for the display of harness goods, but boys' holsters are on a display rack near the front door. During the Christmas season they are shown with children's other play items on a low display ledge along the center of the store. A sign, long before Christmas, calls attention to the lay-away plan.

One of the most popular holster sets is the \$5.25 two-gun package. It is in black or white leather, with shiny spots, and comes complete



with belt and two pistols. The life-like guns smoke when fired. The store also offers one-gun sets.

During the last Christmas season, these sets were promoted with "real cowboy" advertisements in the local newspaper. In addition to the holster sets, there were pony saddles for \$25 and up, and cowboy spurs for \$1.20 a pair and up.



M. P. Courtney, above, makes cap-gun holsters from pieces of scrap leather in the harness shop. Right, leather toys are advertised periodically and, below, displayed prominently during the Christmas season

**REAL COWBOY**

**TOYS**

**PARKER BROS. CO.**  
10700V 1100B-110 WAASBY

**GENUINE LEATHER CAP-GUN HOLSTERS**

- For your Young Cowboy's Christmas
- Made in Parker's Harness Shop
- Made of White Leather, Shiny Spots
- Complete with Belt and 2 Pistols
- Life-like guns smoke when fired
- The best buy in town. Only **\$5.25**

(Also, one-gun sets! 2-0000 107)

**PONY SADDLES**

**\$25.00** & up

- Bridles
- Saddle Blankets
- Stirringleads







## Christmas Promotions

### Christmas Toy Window Becomes Shopping Center

McINTIRE HARDWARE'S Christmas toy window last year became the heart of the shopping center in Kensington, Maryland. The large glass front, framed-in evergreens and brightly colored lights, presented not only a wide assortment of toys, but revealed the variety of gift merchandise to be found in every department of the store.

A well-decorated tree drew shoppers to the hearthside of a redbrick fireplace, set up near the entrance to the store. Electric trains ran through a miniature village and railroad center, fascinating young and old. A line of wheel goods across the store front presented an attractive display, and six tables of assorted toys added to the diversity and representative display in the window.

The wide assortment of toys at Christmas and the ample window display brought larger numbers of customers to the store than at any other time of the year, according to Co-owner John McIntire, who believes that a good stock in all departments attracts local suburbanites who otherwise might visit city centers for their holiday shopping.

#### Storewide Volume

The toy window brought a steady stream of customers through the store daily, from late November to Christmas eve. While volume in every department was affected by the toy shopper, the toy department, especially, noted a steady movement of stock, with attractive items in the window requiring constant replacement.

Throughout the store, small brightly lit Christmas trees, holly wreaths, candles and pine cones maintained a holiday atmosphere. A well-stocked gift and novelty department offered unique gifts—those not ordinarily found in a

hardware store—and attracted the toy customers. Small appliances and housewares likewise came in for their share of the heavy Christmas volume, and acquainted local residents with the store's year-round facilities and services.

Long after the Christmas season was over, sales continued to reflect the impression which the Yuletide window had made on local residents in Kensington.



### Merchandising Plan Helps Increase Yule Volume . .

HERE'S A well-developed merchandising plan that enabled one dealer — Melcher-Schene Hardware Co. of St. Louis, Missouri — to increase Yule sales of toys and to extend the holiday sales throughout the entire year.

The plan was inaugurated by Ben Mulcher, head of the store, who made a study of Christmas sales volume and discovered that there were more "want slips" for toys not in stock than for other

items. Thus, he constructed a 60 x 15 foot toy annex and concentrated on the merchandising plan.

First, the store runs a constant stream of colorful newspaper display ads, based entirely on toy lines, from November 1 on. Each ad includes a dozen toys in moderate to better price ranges, all carefully selected to appeal to all ages. Each item is thoroughly described; for full descriptions are found to be a stimulant to mail-order and telephone business for this company.

Second, the advertisements are capitalized on by offering free delivery on any item carried in the top department, thus facilitating the busy housewife's shopping.

Third, the company offers "gifts for all — both large and small" during the entire Christmas season, in the toy department. A line of inexpensive toys was stocked for this purpose, and a toy was given to every child who visited the store with its parents. Novelties also were given to parents.

Lastly, Melcher-Schene offers and advertises its convenient parking lot for use by customers.



A toy window invites shoppers inside to the Christmas hearthside

Net results of the 4-point merchandising plan was a Christmas volume well above all anticipation, and the groundwork for a considerably extended year-round promotion.

### Concentrated Tool Ad Sells Record Volume

THRIFT HARDWARE and Supply Co. of St. Louis, Missouri, sells one of the largest volumes of hand and power tools in the mid-West each year — and much of this volume is credited directly to "concentration on the gift tool market each Christmas," according to the management.

Through November and December, the store runs a series of 4-column by 24-inch newspaper ads, which are headed simply, "Tools for Joyous Christmas Giving." Listed in a typical advertisement are such favorites as coping saws, polishers, sanders, quarter-inch and half-inch drills, heavy-duty electric saws, ratchet bit braces, planes, screwdriver sets, tool chests, etc. — all carefully selected by the management on the basis of the previous year's sales and displayed in the store under signs which point out, "Good Tools Are Gifts Which Keep on Giving."

### Building Materials

While some part of every advertisement covers other Christmas gift items, such as toys, housewares, etc., the company is careful to reserve space for plywood and building materials, which are novel gift suggestions quite often accepted by harrassed shoppers.

During the entire holiday season, the store displays a selection of gift tools which includes over 100 items, classified into age brackets, types of hobbies, home craftsmanship, etc.

"Tools are one gift item on which we do not have the competition which appliances, toys, etc. must contend with," it was pointed out by the management. "Therefore, we have simply given tools the benefit of the top budget in Christmas promotion, and our sales have certainly justified the expense."

**THRIFT**  
HARDWARE  
SUPPLY  
CO.  
ESTABLISHED 1886

3205 S. KINGSHIGHWAY STORE  
OPEN TONIGHT UNTIL 9 P. M.

**TOOLS**  
for Joyous Christmas Giving

**COPING SAW**  
• WITH 6  
EXTRA BLADES  
ALL FOR  
**98¢**

★ YOU CAN DO ALL  
KINDS OF POLISHING  
WITH THIS—

**Mall**  
POLISHER  
SANDER

**Mall**  
DRILLS!



MALL No. 149 DRILL  
With power and speed  
enough to drill any  
material... with hand  
chuck at  
**\$1750**

**DRILL  
STAND  
\$2**

★ MALL 6-INCH PORTABLE  
SAW with extra blade! Cuts  
2" deep or can be adjusted  
for grooving cuts... extremely  
well balanced.  
**\$3950**

★ 7-INCH "MALL" PORTABLE  
SAW WITH BEVEL GAUGE

**\$4950**

SALE! "MARX" ELECTRIC...

**Trains** ★



**\$666**  
Think of it! A  
train  
with  
**YES! THIS 5-UNIT  
GENUINE "MARX"  
ELECTRIC TRAIN**



"STANLEY" RATCHET  
BIT BRACE  
• WITH 10-INCH  
SWEEP  
**\$788**

"STANLEY" 3/8"  
HAND DRILL  
**\$766**

AUTOMATIC  
PUSH DRILLS  
**\$375**

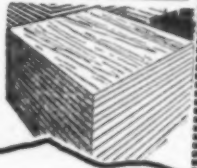
4-PIECE  
SCREW-  
DRIVER  
SETS  
**\$255**

"STANLEY" PUSH  
SCREWDRIVERS  
**\$275**



9" "STANLEY" SMOOTH  
BOTTOM PLANES  
**\$690**

**STANLEY**  
• 17-PIECE TOOL SETS  
**\$1995**  
• 11-PIECE TOOL SETS  
**\$995**





## Christmas Promotions

### This Christmas Display Stopped Traffic . . .

DURING THE pre-Christmas season Bailey-Milam, Inc. of Miami, Fla., allocated its five street-front display windows to a pattern of Christmas merchandising that actually stopped traffic — and increased sales volume.

The "sparkle and glitter" of the windows was provided by a window-floor covering of cotton batten, liberally sprinkled with simulated snow, a background of plastic Santa heads in relief, and an alternating use of circular pieces of royal blue, with attached sprays of silver with large attached bows of red ribbon.

The attractively arranged merchandise was of obvious quality and in wide variety.

Drawing a major share of attention was the display of power tools, types for both home and professional use. This merchandise was arranged on pedestals or rectangular display fixtures, surfaced with slick, green paper. A waist-high Santa in red and white further ornamented the window.

Next was a window display of Christmas tree lights for both interior and exterior use. During recent years, the custom of decorating outdoor, landscape trees at the Yuletide season with colored lights has become increasingly general, due in part to prices offered home-owners by a local newspaper. Therefore, Miami hardware dealers seek to capitalize on this situation by offering decorative lamps.

Against a background similar to that of the other display windows, a rectangular fixture displaying colored lamps was centrally located. Identical light sets were shown on the simulated snow flooring, with boxed sets of candle-type lights.

Making a successful bid for spectator interest was a display of sporting goods, for both adult

and juvenile use. This, too, utilized the window's permanent background, to which was added such decor as would establish the Christmas motif. Chief eye-catcher of this display was a life-size display figure, dressed in hunting clothes, at the back of which was a plastic Santa head. On the background was a display card, bearing the greeting "Merry Christmas," bordered with a wreath-like circle of silver leaves and stars. On the window's foreground of simulated snow, and leaning against the background, were such items as pump guns, air rifles, target pistols, boxed badminton sets, golf bags and tennis racquets. On the shelves of a multi-step chromium display fixture in the background were such small items as baseballs, soft balls, footballs and roller skates.

Two windows were allocated to the display of housewares. One of these included such items as bathroom scales, clothes hampers, waste baskets, etc., while the other was devoted to silver, cutlery and glassware. Multi-step fixtures displayed the glassware, while boxed beverage sets were shown in the

foreground, against the background of snow.

The five display windows of carefully selected merchandise, shown against a background of glitter and glimmer, created a Christmas atmosphere that spelled increased sales and added volume.



### Profitable Toy Volume in a Small-Town Store .

A LARGE TOY department, carefully promoted and well-stocked, can prove a profitable proposition even for the small-town hardware store, according to Paul C. and J. R. Gardner, owners of Gardner Brothers Hardware Store, Humboldt, Tennessee. Since 1947, they have devoted a sizeable portion of their store to children's playthings, from September to mid-January, and with profitable results.

"Toys not only are profitable themselves, but they have doubled Fall store traffic," said Paul Gardner, who manages the toy department. "We also have made our toy department an excellent good-



Paul Gardner gives a young customer one of the traffic-building books

will builder through a tie-in with a toy distributor who awards prizes to children sending in correct solutions to puzzles, quizzes and jingles printed in a 4-color, 30-page toy catalog which we distribute each Fall. Last year about 60 local youngsters won small pull toys, baseballs, gloves, and similar items in this manner.

"The prizes are sent to the winners directly from the manufacturer," he explained, "but each recipient receives a letter informing him who the local dealer is for these toys. Almost all of the children and some of their parents came in to thank us for the prizes, and a number of them purchased toys and other merchandise."

The Gardners have used these catalogs for four years. Last year they placed 1000 in the hands of children and grown-ups visiting the store, and derived toy sales from approximately 75 percent of the distribution. The store stocks, or is able to order, all of the toys described in the catalog, which carries the firm's name imprinted on the front cover.

Gardner employs young married women exclusively as toy sales ladies. One is added to the sales staff in November, two more in December. "These women understand the desires of children and mix well with our toy customers," he pointed out. "They have been very successful in their jobs."

Gardner runs a single spot commercial over the local radio station in October, with several others added just before Christmas. These spots, devoted exclusively to toys, have proven highly successful. He supplements the radio spots with a large display ad, usually four columns, in the local newspaper in early October, and five smaller ads run weekly in late November and early December. Each week's ad is progressively smaller, Gardner said, because newspaper readers become more toy-conscious as Christmas approaches, and thus are more easily brought into the store. He writes all copy for the ads himself, using small illustrations wherever he feels they will prove effective.

Rural toy customers, Gardner has found, have been attracted by



Large, pre-season toy displays help stimulate Christmas desires and give Yuletide shoppers an early start in their buying

the radio commercials. "A lot of these people never see a newspaper," he explained, "but they still are interested in buying toys for their younger children. My radio spots reach these people, and they produce results."

Toys are displayed in the front center of the store. Additional toys are placed in one of the store's show windows in early Fall to publicize the opening of the toy department. This store's annual toy inventory now runs to approximately \$2,500, including wheel goods. Last year, less than \$500 worth of toys remained on the shelves after January — including wheel goods.

#### Reducing Carryover

"By keeping the toys on display through the middle of January, I'm able to sharply reduce my carry-over in this merchandise," Gardner pointed out. "Actually, January is one of our best toy months. This is because many children get spending money for Christmas and decide to invest it in toys. Some of them see toys that Santa brought their friends, and they want a similar item for themselves. A good new action toy

given to a child in a neighborhood full of youngsters often brings half a dozen or more after-Christmas calls for that toy. I try to anticipate this demand and stock a sufficient number of toys which I feel will be popular post-season sellers. Another demand for toys at this time of the year comes from adults who forgot to buy something for a friend's or relative's child."

Gardner's limited toy carry-over is no accident. "Although I make only three large orders per year — the first in June for August delivery — I am always in the market for unusual new toys or specialty items that will tie-in with something that is currently publicized, such as comic character dolls, movie star cowboy outfits, and similar pieces," he explained. "For example, last year I ordered six metal table and chair sets which retailed for \$12.95 each. The sets did not arrive until the morning before Christmas, but by noon Christmas eve, every set was sold."

Throughout the year, Gardner and his wife browse through trade journals and toy manufacturers' catalogs in search of new toys which they feel will prove popular.

(Continued on page 68)





Conference booth plan in operation in the Atlantic City Auditorium

# ATLANTIC CITY CONVENTION

## *Joint meeting attracts record crowd*

**T**HOUGH DELEGATES to the annual joint convention of the American Hardware Manufacturers Association and the National Wholesale Hardware Association, held in Atlantic City, October 12-16, indicated their awareness that the decade of the sellers' market is about at its end, primary attention was concentrated on the social forces at large in the land which would undermine and destroy the nation's system of free competitive enterprise.

Featured speakers dealt almost solely with the moral defection in government and the creeping statism which would severely limit the basic freedoms upon which the nation's economic structure is based.

In his president's address to the NWHHA, William P. Tracy pointed out that "for the decade as a whole, business has perhaps been more extensively occupied with rationing its wares than selling them, but there is going to be an end to this state of affairs, and if not already here, it is coming sooner than many realize."

"The difference between great prosperity and depression in the United States has come to depend on persuading the American people

to keep on buying things which, however desirable, the consuming public is under no heavy pressure of necessity to buy."

Noting the ever-growing Federal deficit and the accompanying tax burden on businesses and individuals, Mr. Tracy warned, "Freedom in America has been our assumption for so long that we accept it like the air we breathe, as a free and permanent blessing. It is becoming important that we realize that freedom is not free and that even here it may not be permanent."

Following the precedent established by the 1951 convention, two afternoons were set aside for individual conferences. On Monday and Wednesday afternoons, delegates met in the Atlantic City auditorium where the conference booth plan was in operation. This plan facilitated individual contacts and again received the enthusiastic support of members of both associations.

The featured speaker at the joint opening session of the convention on Monday night, October 13, James Q. du Pont, E. I. du Pont de Nemours & Co., had as his subject, "We're Working While Rome Burns." Mr. du Pont stated that

"There is a creeping statism right here in this country which might end up as naked despotism." He urged that businessmen, who often work too hard to note such trends, enter public affairs and lend their talents to preserving the nation's freedoms.

Jennings Randolph, assistant to the president of Capital Airlines and a former congressman from West Virginia, gave the feature address at the manufacturers' Tuesday morning separate meeting. Having as his subject, "Forfeiting Our Freedom," Mr. Randolph also emphasized that businessmen must "help improve the government through the 'know-how' that helped make their businesses successful. Their talents," he said, "are too often directed solely to inative and energy in strengthening our economy. They should give more attention to carrying forward sound commercial practices into the operation of government itself."

Meeting in a separate session on Tuesday morning, the wholesalers heard President Tracy's address, Secretary Fernley's report, a panel discussion on sales promotion, and talks on sales training and manufacturers' special promotion-



al deals.

In a joint session on Wednesday morning, members of the two associations heard Saville R. Davis, American news editor of the *Christian Science Monitor*, discuss the military threat which Russia poses for the United States. In his talk, "Have We Turned the Corner?" Mr. Davis stated that Russia's military strength is growing while the military might of the United States is declining. He predicted that this would be the Number One problem of the new president.

Prior to the joint session with the manufacturers on Wednesday, the wholesalers met in a special session devoted to sporting goods.

In final, separate business sessions on Thursday morning, both associations heard the reports of committees and elected officers for the ensuing year.

In their separate session, the wholesalers also heard reports from the Committee on Warehouse Operations, the Committee on Catalogs, a brief talk by Russell R. Mueller, Managing Director of the NRHA, on plans for Hardware Week, and a report from the Committee on Cooperatives.

W. A. Parker, Beck & Gregg Hardware Co., Atlanta, Ga., was elected president of the NWHHA, while members of the AHMA named as their new president, Herbert B. Megran, Starline, Inc., Harvard, Ill.

#### Excerpts from the Address of James Q. duPont . . .

WARNING OF creeping statism in America and the increasing loss of freedom abroad, Mr. du Pont urged that all the nation's businessmen take time off from their work and devote some time to constructive thinking, planning and action.

"It is sometimes more dangerous to work," he said, "than to fiddle while Rome burns."

"When we're concentrating on our work, we're only too likely not to hear the call of our neighbor needing help."

"There is a creeping statism right here in this country," he said, "which might end up as naked despotism."

He urged that businessmen take time out to see what they can do in their own communities to spread the word about free enterprise and the dangers of Communism and to take inventory of themselves, too,



H. B. Megran  
President, the AHMA

to see if they are setting a proper example.

Asserting that there is a better side in every man, the speaker emphasized the necessity for businessmen to appeal to the unselfishness of the public, rather than to the selfish side.

"The average man on the street is glad to do what he thinks is right without profit or gain as a motive," he declared.

He said too many people believe the only necessary defense against Communism is a high standard of living. He denied that Communism's only appeal is to the selfish nature of man.

"Communism," he said, "will breed anywhere there is a spiritual vacuum; in dire poverty, in middle class, or in the home and family of a multi-millionaire."

"America," he concluded, "must never forget its great appeal to noble natures. The American concept of human freedom is the noblest concept by which any government has ever sought to rule . . . That concept of freedom can stir men's minds, can rouse them to top-notch fervor."

#### Excerpts from the Address of Jennings Randolph . . .

IF AMERICA IS to continue free and with the highest standard of living in history, business leaders, Mr. Randolph said, "must help improve the government through the 'know-how' that helped make their businesses successful.

"We can't afford to let private affairs monopolize all our time. We must not only participate in government, but must arouse the citizenry to go out and vote."

Mr. Randolph declared that businessmen who often have the most to lose pay the least attention to public affairs.

"Their talents are too often directed solely to initiative and energy in strengthening our economy," he said. "They should give more attention to carrying forward sound commercial practices into the operation of government itself.

"We compete vigorously in business, and yet we apparently fail in the performance of national and community efforts. Businessmen should carry their 'know-how' in to government. It is too valuable and shouldn't be lost to the citi-



William P. Tracy, retiring president, left, congratulates W. A. Parker, Beck & Gregg Hardware Co., Atlanta, Ga., the newly-elected president of the National Wholesale Hardware Association

zens of our country."

The speaker called on the nation's business leaders to lead a crusade now in progress to make citizens aware of their responsibility to cast votes.

"It is more dangerous to starve the ballot box than it is to stuff it," he said.

Mr. Randolph also urged business leaders to come out openly and say who they are for or against politically. A man doesn't lose business for being forthright, he said, "and his political views should be stressed the way he points out the features of his products."

Courageous political action, he added, will dissipate the power pressure groups and special interest cliques which are now dominating all levels of government.

"We need such leadership now more than ever before," he said, "because the answers are not going to come easily. One of the questions we must face is how far can we go in raising the public debt."

Calling for an all-out campaign to get out the vote, Mr. Randolph cited the small number of eligible voters who actually go to the polls.

"That's the way we forfeit our freedom," he said. "We lose democracy by default and drift into dictatorship."

#### Excerpts from the Address of Saville Davis . . . .

WARNING THAT Russia might surpass the U. S. in military power, Mr. Davis stated that "there is grave danger that the armed superiority of this country could, unless we take prompt action, decline to the peril point in the next two years, in the face of a rapidly rising position of Russia."

Mr. Davis said there is an urgent need for reorganization of the nation's top military command and a fresh approach to defense policies. These problems, he said, will be the biggest to face the next president, even if they do not figure in the present campaign.

As now organized, the Joint Chiefs of Staff are stalemated and unable to tackle the problem, he said. The chairman of this top planning and command unit has no vote and each member can veto the action of the group.

This is because the armed forces are still not really unified and each chief of staff represents his own service rather than the coun-



James G. du Pont

try as a whole, he continued.

The speaker said that the B-36 and other large planes on which U. S. strategic striking power is now placed will be useless against Soviet electronic devices and vast defense in depth. Although Soviet striking power is no greater, the

U. S. is much more vulnerable to attack, he added.

Military specialists are deeply dissatisfied with U. S. ability to defend against attack or launch a counter attack against remote targets, he said.

The speaker then listed these needs as most urgent:

A new military approach to the problem of delivering atom bombs against an enemy country; using air-craft which can survive and reach their targets despite stiffening electronic opposition.

A massive project with the highest priority is needed for greatly increasing the defenses of the U. S. against air attack. This effort would greatly reduce the vulnerability against attack.

To pave the way for these developments, Mr. Davis said, it would be necessary to release the top military command from the restrictions now imposed on it.

"Both the Joint Chiefs of Staff and the National Security Council are now stalemated by their very organization," he said.

## Wholesalers' Separate Business Sessions

STARTING THE FIRST separate business meeting of the National Wholesale Hardware Association, on Tuesday morning, October 14, Thomas A. Fernley, Jr., executive secretary, referred briefly to the printed report of the association office, copies of which were distributed to the members at the meeting. Also, he commented on a meeting of the association's executive committee the preceding day, in which the members gave reports on current business conditions, with averages as follows: sales for first nine months of 1952, 7% ahead of the same period in 1951; sales for third quarter of 1952, 6% ahead of same period in 1951; inventory as of September 30, off 9% as compared with one year previously. Average of members' estimates of sales for the full year 1952 was 3% less than sales for the year 1951.

The next feature, the annual address of the president, William P. Tracy, is given in condensed form on another page.

Principal feature of the meeting was a "Panel Discussion on Sales Promotion," in which several

members spoke on certain assigned subjects relating to the promotion of hardware sales.

Speaking on the subject "Power Sales Promotion Program," M. G. Kimball, Elmira, New York, explained his company's advertising program, which is designed to give dealers an advertising schedule for 10 months in the year. The plan includes regional meetings for "preferred" dealers. In these meetings, the speaker said, 88 percent of the attending dealers were sold on the advertising program, which consists largely of mailing circulars, along with some other advertising material.

C. E. Dixon, of Brown-Rogers-Dixon Co., Winston-Salem, North Carolina, in speaking on the subject, "The Use of Sales Promotion Men," emphasized the fact that in most all our daily activities we deal with advertised products. So his company's program, he explained, is designed to take advantage of the large amount of advertising assistance and material which is available. The company has three full-time sales promotion men who conduct

dealer shows, dealer sales meetings, and help to see to it that the manufacturers' sales promotion materials are used by the dealers.

In carrying on their work, the sales promotion men travel with the company's salesmen.

Joe F. Wood, of Corpus Christi Hardware Co., Corpus Christi, Texas, in talking on the subject "Sales Training Courses for Retailers and Their Clerks," explained in some detail his company's plan of holding each year what is termed the "College of Hardware Knowledge." Since this training school has already been described in feature articles in SOUTHERN HARDWARE, no detailed explanation will be given here.

To summarize briefly, Mr. Wood explained that in planning for the school each year, the company sends a letter to its dealers, asking them to send as many of their sales people as possible to Corpus Christi for two days of sales training in basic hardware lines. The company furnishes most of the meals for those who attend, as well as entertainment. The company also furnishes a two-day sales school, which is filled with a carefully-planned schedule of sales talks on some of the principal lines handled by the company.

The "students" are divided into groups of not more than 50 each, with salesmen assigned to each student group; and as the schedule is worked out, giving one-and-one-half hours to each class subject. Two classes are held each morning, and two each afternoon, for each group, while the entire group is brought together for lunch at one time to hear an outstanding speaker on salesmanship, or perhaps a professional humorist.

This sales school is now attend-

ed by about 200 dealers, and, according to Mr. Wood, it has been an outstanding success.

Speaking on the subject of "Methods of Training Salesmen," John C. Erwin, Allison-Erwin Co., Charlotte, North Carolina, emphasized the fact that a hardware wholesaler faces the necessity of constantly re-making his salesmen through sales training. He said his company finds that the best salesmen are those who have come up through the company's organization, through the warehouse, so they already have a lot of knowledge about the merchandise which it would take outsiders a long time to acquire.

Even with a basic knowledge of hardware, the new salesman is not left to his own devices, but is put out under the supervision of a sales supervisor or an experienced



J. C. Erwin

new salesmen in the warehouse more than six months. However, before they start out on the road, the new salesmen spend much time with the buyers and department managers. "Then when they start out on the road, we try to make them realize that their real sales training has just started," Mr. Townley said.

Speaking briefly on the subject "How We Look Upon Special Promotional Deals Offered by Manufacturers," W. A. Parker, Beck & Gregg Hardware Co., Atlanta, stated that some promotional deals are regarded favorably and some unfavorably.

Some factory "deals," Mr. Parker said, seem designed primarily to help a manufacturer move hard stock and do not seem to offer any important advantages to the wholesalers. On the other hand, there are some "deals" which seem honestly designed to help the wholesaler and the wholesaler's salesmen to do a better job, and which also are worth-while from the dealer's standpoint.

Mr. Parker emphasized the fact that his company has a definite policy of passing up assortment deals which are "loaded or unbalanced," and which, it is believed, would not be sound promotions for the company, its salesmen and its dealers.

"On the other hand, if we are talking about a well-thought-of promotional deal which we think is sound and will help to develop our salesmen's interest, and our dealers' interest, in a line, and which we think will promote our sales on that line and will help our dealers sell, then we look upon it with favor and welcome it," said Mr. Parker.

With reference to the controversial subject of prizes or extra



J. F. Wood

salesman. Also, considerable work is done in training salesmen with slides, films, etc. — particularly in the handling of specialty lines.

Mr. Erwin admitted that the big problem is to get the general line hardware men trained, so that they, in turn, can help in retail sales training work.

Speaking on the same subject, James P. Townley, of Kansas City, Missouri, emphasized the fact that "Selling is our most important function. Our biggest problem today is to train our salesmen."

In selecting new salesmen, Mr. Townley explained, the company prefers men with retail hardware experience. Then they are put at work in the warehouse and preferably shifted from one type of work to another for a period of about two years. It was admitted, however, that frequently the company cannot keep these prospective



C. E. Dixon

compensation for the wholesalers' salesman, Mr. Parker says that he does not object to them "if they apply only temporarily to a particular promotion of brief duration and the handling details are not too complicated." However, he emphasized the fact that his company does not permit regular extra compensation by manufacturers for the company's salesmen on the regular sale of a general hardware line.

In the final business session on Thursday morning, S. T. Exley, Harper and Reynolds Corp., Los Angeles, chairman of the association's Committee on Warehouse Operations, provided the commentary which accompanied the showing of a number of slides on unusual warehouse operations which had been found to be notably efficient.

F. V. Coke, Van Deren Hardware Co., Lexington, Ky., also a member of the committee discussed "Order Packing." Mr. Coke stated that the committee had found that about half the association members had special departments for working up mail orders and about half had special departments for working up will-call orders. His discussion, likewise, was illustrated by a number of slides.

A third member of the committee, William T. Cleveland, The Emery-Waterhouse Co., Portland, Maine, discussed "The Warehouse Building." In planning new warehouse facilities Mr. Cleveland pointed out the necessity for considering such things as location, availability of utilities, relation to road systems and the possibilities for rail sidings, service by common carriers, and parking for customers and employees.

As chairman of the Committee

on Catalogs, John S. Stiles, Morely-Murphy Co., Green Bay, Wisconsin, gave a brief progress report, stating that a final report would be given at a later date.

E. C. Kieswetter, W. L. Thompson Hardware Co., Topeka, Kansas, chairman of the Committee on Wholesaling, described plans for several mailings to manufacturers and retailers which will re-affirm the essentiality of wholesalers.

Reporting for the Committee on Cooperatives, Seth Marshall, Duluth, Minn., chairman, reviewed work to date and cited the need of funds to carry on the fight.

"No matter which party wins in November, we will have our most favorable atmosphere for tax justice," he said.

### Wholesalers' Sporting Goods Session . . .

FOLLOWING A CUSTOM established at the 1951 convention, wholesalers on Wednesday morning met in a special session devoted to sporting goods.

The first speaker, John W. Morris, Orgill Brothers & Co., Memphis, Tenn., had as his subject, "Our Experience with a Sporting Goods Show."

Orgill Brothers & Co., the speaker said, has held three sporting goods shows, all devoted largely to fishing tackle. The first show, held in January, 1950, was a two-day affair with most of the leading tackle manufacturers participating, their representatives being in charge of booths.

Though the first show was highly successful, Mr. Morris continued, a number of changes were made in the second show, held a year later. Manufacturers were not asked to participate, and the show was held for a period of two weeks. It allowed sufficient time to write up dealers' spring orders. Considerably more sales were made at the second show, the speaker explained.

While the third show, held in January of this year, was not quite as successful as past events from the standpoint of attendance and sales, plans are being made for a fourth show. "We definitely think that if we expect to remain in the sporting goods business, we must continue our shows."

In planning sporting goods shows, the speaker emphasized the importance of adequate display and a location affording ample parking space. He recommended that only those items regularly carried

in stock be displayed and that all like products be grouped together.

"We think our shows are very helpful not only to our dealers but to the company. We learn a lot from our dealers. They tell us what items are hot, and what they don't buy we soon get rid of. From us, our dealers learn about new lines they know little about — lines other dealers sell."

Discussing "The Outlook for Fishing Tackle," R. M. Noyes, True Temper Corp., stated that any predictions should include both immediate prospects and the long-range view.

The immediate outlook, he said, is good. Supplies of materials are adequate, and buying is cautious and promotion intense. This, he said, indicates the variety and assortment of merchandise available. With inventories in better balance and with selling now energetic, the immediate outlook then is good.

However, the long-range outlook, the speaker said, is not so bright. "We are confronted with two basic problems which must be solved if sales of fishing tackle are to expand."

First, there is a tendency to sell this merchandise down, rather up. He pointed out that the average tackle purchase of a sports fisherman is less than \$5.00 per year. Though 16,000,000 fishing licenses are bought annually, the sports sports fisherman spends less for fishing tackle than for such allied products and service as gasoline, boat rentals, guides, etc.

"Our selling, then, is not as effective as it should be. We are not deriving our fair share of the sport fisherman's dollar. The sport fisherman is willing to pay for good tackle if we encourage him. He appreciates fine tackle and is will-



John Morris



R. M. Noyes





J. J. Callahan

ing to pay for it."

As a result of over-emphasis on cheap tackle, he continued, "We find our goods in outlets where they should not be. The problem, then, is to sell better tackle. Cheap tackle never created an additional fisherman."

To sell more good tackle, more fishing facilities are needed, Mr. Noyes said. He pointed to the "great sales volume in the South" which has come about partially as the result of the building of lakes and the opening of new facilities and the expansion of old ones.

This practice, he said, should spread to other areas, otherwise the market will not expand. "Let's sell up not only the quality of tackle, but the quality of sports fishing itself," he concluded.

In his talk on "New Opportunities in the Shooting Market," J. J. Callahan, Remington Arms Co., stated that wholesalers generally in the post war period have done an excellent job of promoting sporting goods.

However, he suggested that the sport of target shooting, though having tremendous sales possibilities, has been somewhat neglected. As evidence of the potential here, Mr. Callahan noted the increase in population of 19,000,000 from 1940 to 1950 and a 66 percent increase in sales of hunting licenses in that same period. He pointed to the expanded farm market.

"The numerical shrinkage of farms has been offset by the growth of productivity and income, resulting in better farm potential than ever before."

Meanwhile, there has been a heavy migration of people to a number of urban areas. "As a result, the potential shooter market

is comprised of millions of men and women, boys and girls, whose demand for shooting facilities is unsatisfied."

"The evident need of places to shoot is emphasized by a comparison with the availability of other sports facilities. For example, although there are about 12,600,000 licensed hunters, representing the best market for inanimate shooting, there are only a combined total of 1621 trap and skeet clubs to serve them — a ratio of one club to about 7,700 people."

The full advantage of the great interest in the shooting sports will not be realized until such time as adequate shooting facilities are made available to the nation's shooter, he said.

Mr. Callahan recommended that wholesalers "alert your salesmen to the new opportunities in the shooting market, and acquaint them with the many helps that are available to assist them on every phase of the shooting sports. Work closely with retailers on plans for effectively organizing and profitably operating a new type shooting club suited to the needs of their communities."

#### Wednesday Session

In a final discussion, "How the Hardware Business Can Obtain a Greater Share of the Athletics Goods Business," Carl J. Benkert, Hillerich & Bradsby Co., stated that the hardware trade was for years the "king bee" in the distribution of athletic goods, but had lost ground starting many years ago.

Though the volume of sales by the hardware trade has been greater in recent years, the percentage of the total volume of athletic goods sold has been less.

The speaker attributed this to the lack of interest and attention by hardware wholesalers and retailers and their failure to keep pace in the promotion of athletic goods.

The hardware trade lost its leading position, he said, because of the "over-simplified sounding — 'Too busy with other things' — and failure to realize the potential."

In order for hardware stores to win back a greater share of the market, the speaker said that dealers must properly estimate the potential volume, and must be willing to educate themselves and give the merchandise adequate space and display. Potential business not yet tapped,



C. J. Benkert

he continued, would make athletic goods constantly profitable. He cited particularly the opportunities for sales in small communities.

The speaker predicted that current retail sales of \$200,000,000 could be raised to \$500,000,000 by aggressive selling and promotion.

#### Associations Elect New Officers . .

IN FINAL BUSINESS sessions on Thursday morning both associations elected their new officers for the ensuing year by unanimous vote.

Herbert B. Megran, Starline, Inc., Harvard, Ill., was named president of the manufacturers' association succeeding Richard L. White, of Landers, Frary & Clark, New Britain, Conn., who becomes a member of the advisory board.

Serving with Mr. Megran as vice presidents are: R. H. Coleman, Remington Arms Co., Inc., Bridgeport, Conn.; Franz T. Stone, Columbus-McKinnon Chain Corp., Tonawanda, New York; and Mark J. Lacey, Peck, Stow & Wilcox Co., Southington, Conn.

Members of the executive committee elected for a three-year term are: John C. Cairns, The Stanley Works, New Britain, Conn.; Robert G. Patterson, The Lamson & Sessions Co., Cleveland, Ohio; R. R. Osborn, Turnbuckles, Inc., Michigan City, Indiana; and Meryl Geisking, Tennessee Coal & Iron Div., United States Steel Co., Fairfield, Ala.

Chairman of the executive committee is B. B. Wood, Wood Shovel & Tool Co., Piqua, Ohio.

W. A. Parker, Beck & Gregg Hardware Co., Atlanta, was named president of the N.W.H.A. Serving with Mr. Parker as vice presidents



are: Charles L. Hildreth, The Emery-Waterhouse Co., Portland, Maine; Alexander Thompson, Tanner & Co., Indianapolis, Ind.; and Charles L. Wheeler, The Salt Lake Hardware Co., Salt Lake City, Utah.

Members of the executive committee elected to serve three-year terms are: Sterling Tucker, Fones Brothers Hardware Co., Little Rock, Ark; S. E. Cram, The W. Bingham Co., Cleveland, Ohio, and Joe Pitts, Brown-Roberts Hardware & Supply Co., Alexandria, La.

### Excerpts from the Address of President Wm. P. Tracy

SINCE OUR LAST convention, some of the problems then facing us have faded, to be replaced with new perplexities. In spite of the steel strike and other disruptions to production, there are few items in short supply, rather are we faced with a surplus in many lines. In some few instances, households have bought their requirements for some time to come, and further purchases would seem to rest on the establishment of new homes or on replacements.

To meet the tremendous demand of World War II, our economy roared to full capacity—our production and our "know-how" astounded the world. Then peace brought an increasing volume of domestic goods. To be sure, there was a brief period in 1949 when demand in general sagged a bit. For the decade as a whole, though, business has perhaps been more

extensively occupied with rationing its wares than with selling them—but there is going to be an end of this state of affairs, and if not already here, it is coming sooner than many realize. . . . The difference between great prosperity and depression in the United States has come to depend on persuading the American people to keep on buying things which, however desirable, the consuming public is under no heavy pressure of necessity to buy.

Another concern is the demand for a heavy share of your earnings by your largest stockholder, the Federal government. At present there is talk of more billions for air groups and more billions for more atomic weapon development. There is extremely little talk relatively about the crisis in government financing into which the Defense program is very clearly moving. But in a matter of months this financial crisis is likely to dominate the talk about the defense program.

### Federal Deficit

. . . The Federal Government is now scheduled to spend between 85 and 90 billion dollars during the fiscal year ending June 30, 1953, and about 65 billion of it for defense. It is scheduled to collect only about 70 billions in taxes. . . . That means a prospective Federal deficit of 15 or 20 billion. . . . In the judgment of those people best equipped to know, our rickety federal taxing structure cannot be geared up to collect anything like 25 to 30 billion more taxes, or 15 to 20 billion for that matter, with-

out falling apart at the seams. . . . And no other large sources of new taxes are in sight.

So we are heading for a situation—it might be more accurate to say drifting—where to carry out a defense program of the dimensions now being contemplated will produce a Federal deficit of truly frightening proportions. . . . The world is in convulsion; change is all about us, and the direction of change is not the direction we were formerly led to expect. . . . and it is apparent that we cannot continue indefinitely on the momentum of past enthusiasms. . . . It is becoming important that we realize that Freedom is not free, and that even here it may not be permanent.

Among the freedoms for which, as a nation, we have stood, there have appeared in recent years two new ones: freedom from want and freedom from fear. These two, along with some of the others, were proclaimed as our goals in the last war, and as domestic objectives in times of peace. . . . One might ask, if in its effort to guarantee everybody freedom from want and freedom from fear, the Government may not have to lay so heavy a hand upon the liberties we have hitherto enjoyed as to threaten their curtailment or destruction.

The loss of freedoms does not always come by sudden violence. . . . We all realize the necessity for controlled economy under artificial conditions, such as war, but we also recognize a growing reluctance to remove emergency restrictions after the emergency has passed. . . . In short, the desire for the kind of freedom we call security, furthered by the crisis engendered by depression, emergency or war, threatens slowly but surely to eat away one of our fundamental freedoms—the freedom to work and produce.

### Urges Large Vote

We have been startled to a degree, unique in the recollection of all of us, by the recent assertion that our chief magistrate has inherent powers unlimited by law or the Constitution. . . . I want to call your attention to the less startling, but more public, limitations upon your power of effective choice. In the last presidential election, almost half of the voters stayed at home. . . . this weights the scales of special interest groups who do go to the polls. . . . the creation of vot-

(Continued on page 72)



X-Club luncheon

an  
**ACCO**  
product

DOG AND KENNEL CHAINS

HALTER AND TIE-OUT CHAINS

SASH CHAIN

TWIST LINK MACHINE CHAIN

PROOF COIL CHAIN

HEAVY DUTY CHAIN

LOGGING CHAIN

LOADING CHAIN

POCKET WHEEL CHAIN

SAFETY CHAIN

LOCK LINK COIL CHAIN

***You Name It...***

**AMERICAN Makes It**

• This illustration gives you some idea of the variety of patterns and sizes in the AMERICAN CHAIN Line : . . the complete line from which you can offer your customers the particular welded or weldless chain, attachment or assembly best suited to their needs.

Order popular types of AMERICAN chain and chain specialties, such as dog and kennel chains, cow ties, tie outs and halter chains, from your wholesaler.

**Buy AMERICAN Chain**

ACCO



**AMERICAN CHAIN DIVISION  
AMERICAN CHAIN & CABLE**


York, Pa., Atlanta, Chicago, Denver, Detroit, Los Angeles, New York,  
Philadelphia, Pittsburgh, Portland, San Francisco, Bridgeport, Conn.

**American  
Chain**

# ORDER

your bolts, nuts, rivets and other fasteners easier and faster...without confusion or error. Buffalo Bolt's latest catalog NO. 51 — gives you the information you need...in a hurry. It's clear, concise...and complete.

# STOCK

top quality Circle  Bolts in clearly-labeled, sturdy, corrugated board Handy-Pack containers. Simplify your handling problems. Write for folder explaining types of bolts, quantities and weights available in Handy-Pack cartons.

# SELL

the high quality of the complete line of Buffalo Bolts which has never been surpassed. In combination with Handy-Pack cartons, they offer a superior product at a price no higher than that of ordinary bolts.




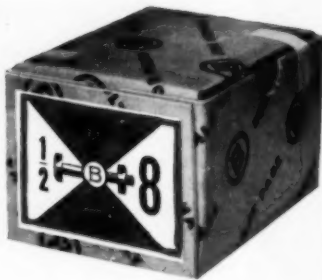
# BUFFALO BOLT COMPANY

Division of Buffalo-Eclipse Corporation

North Tonawanda, N. Y.

Sales Offices in Principal Cities

PRODUCERS OF CIRCLE  PRODUCTS — BOLTS • NUTS • RIVETS AND SPECIAL FASTENERS



## Toy Department Lures Christmas Shoppers

(Continued from page 54)

trimmer, but I can feel what Christmas means in many homes. And that's what I try to create in my windows. I have decorated the store's Christmas windows for 15 years now."

The Eisens put first emphasis on uncluttered sales floor and windows. A representative stock and display of single large items and half-dozen small items give the customer a better idea of items available.

"Mass displays ruin your effect," said Mrs. Eisen, who keeps both boys and girls of a wide age range in mind when selecting items for the toy window. "A few items against a Christmas background bring better results."

With snow collected on a latticed window, a well-decorated Christmas tree in the window is surrounded by a doll, nursery set, aluminum kitchen set, boxing gloves, army trucks and tractors, and other such toys. A puppet performs.

The hardware window with its bright sprigs of holly, red ribbon and Christmas wrappings displays waffle irons, toasters, fishing reel, a power saw, a new can and bottle opener.

The store interior is decorated with tinsel and Christmas balls suspended from the ceiling, while shelves and tables are decorated with Christmas decorations. A 6-foot sign across the front of the store, and another in the store facing the entrance, reminds the shopper that Christmas is only so many more shopping days away, and that the lay-away plan applies to all departments, including toys.

## Profitable Toy Volume in a Small-Town Store

(Continued from page 59)

"We buy only a few of a new item until we see how it sells," he said. "Then, if it proves popular, we re-order in quantity. This is another advantage of beginning our toy sales early. If we did not begin displaying toys until mid-November, as many stores do, we would not have time to capitalize on fast-selling items."

"We have found that action toys are the best sellers year-in and year-out, and we also have learned

# "MOTO-MOWER"

*Best known name in power-lawn-mowing for thirty-four years*



POWER-CUT 17½"



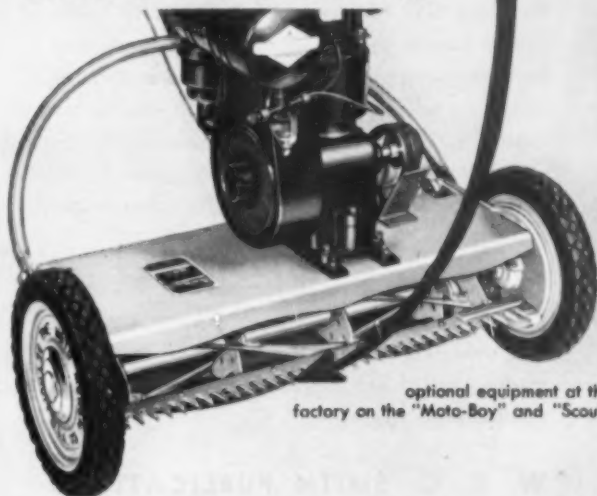
18" LAWN ACE



ROTO-MOWER 20"

## WEED TOPPER

The Weed-Topper, on the Moto-Boy and Scout, is an outstanding improvement over the conventional power lawn mower. A once-over cutting will leave a beautiful lawn—no obnoxious weeds, plantain, buckhorn or dandelions left uncut as the Weed-Topper cuts these ahead of the cutting reel . . . You, too, can have a lawn that is better done with the "Moto-Boy" or "Scout" with "Weed-Topper."



optional equipment at the factory on the "Moto-Boy" and "Scout"

MOTO-MOWER, manufactured in the most modern plant in the industry employing all of the efficiencies of progressive conveyor production, is the standard of value in the power lawn mower field . . . Specifications that all four reel-type MOTO-MOWER models have in common: Reel, 6" diameter, 5 crucible steel blades, V-belt and chain drive; lever control at the handle bar. Cutting heights: ¾" to 1¾" . . . Two Roto-Mower models 16" and 20" are driven by a vertical shaft engine which provides direct application of power to the horizontal whirl-blade of this type of mower, greatly simplifying its design and manufacture . . . The entire hardware line of MOTO-MOWERS consists of six different models; the four reel-types, sizes 17½" to 22" . . . There is a model to take care of every size and type of lawn—to meet all competition . . . send for complete information.

*The MOTO-MOWER Company*

4600 Woodward Ave. • DETROIT 1, MICH.



## These are the publications advertisers are using to sell America's fastest-growing region

For more than fifty years W. R. C. Smith Publications have served the South and Southwest, and have produced profitable response for advertisers. Tempting sales opportunities exist in the market today; the future potential is tremendous. Intensive regional coverage is not only warranted—it is a necessity if you are to fully cultivate the market.

In their specific fields the Smith Publications provide this dominant, comprehensive coverage you need. For detailed facts on any or all the markets served and Smith's service to advertisers your inquiry is invited.

### W. R. C. SMITH PUBLICATIONS

806 Peachtree St., N.E., Atlanta 5, Ga.



that more toys are purchased for boys than for girls, because boys are harder on their toys, wear them out and tire of them more quickly than girls," he explained. "Consequently, we try to stock as many action toys as possible and 'beam' our toy department to the boys more than to the girls.

"However," Gardner continued, "we usually sell a profitable volume of dolls, and I try to carry a large and varied assortment. I attempt to estimate the current demand for dolls as accurately as possible, however, because it is easy to get stuck with shopworn items. Doll dresses fade quickly, and if a doll's face should get dirty and you try to rub the doll, a dark spot will appear where you rubbed. Dolls will also accumulate a great amount of dust while on display. For these reasons, I don't like to carry over dolls. When one becomes shopworn, I sell it at cost." Gardner now is handling six types of dolls, ranging from \$3.95 to \$6.95 in price.

#### Lay-Away Plan

An important factor in this store's profitable toy promotion program is the well-developed and publicized lay-away plan, which in 1950 accounted for \$2000 worth of toy sales, according to Gardner.

"We feel that the lay-away plan has definitely been a contributing factor in the success of our toy business," he said, "because it permits customers of modest means to purchase toys for their children, and customers in the medium income group to buy better quality toys for their children. Last year, for example, several of our toy lay-away accounts exceeded \$100. The average account totaled \$10.

For the lay-away records, Gardner Brothers Hardware store employs card tags which are attached to each lay-away purchase. The top of the card bears the store's name, together with space for recording each payment and total cost of the toy in lay-away. At the bottom of the tag is a detachable tab, which is given the customer as his receipt and record.

"We will permit any amount of toys to be held in lay-away," Gardner stated, "but the customer must pay one-fourth of the total amount in advance, and must redeem the toys by December 15. Lay-away customers may pay either by the week or month, as they prefer. Last year only two of our toy lay-away customers failed to pay out their accounts.



**T.C.I.**  
*advertising*

**makes 13,500,000 good impressions  
to help you sell fence and roofing**

**Y**OUR best customers receive a visit from a "printed T.C.I. salesman" at least once or twice a month. They are constantly being urged to visit the U·S·S dealer when they need fence, roofing or other steel products.

This advertising tells farmers how they can save money by using Tennesseeal Roofing . . . or how they can make their work easier with U·S·S American Fence.

These advertisements are placed in the most popular southern agricultural magazines where your customers read them. The cumulative effect of this campaign, combined with good products and effective local radio programs, has made Tennesseeal V-Drain Roofing and American Fence the "Favorites of the South"—a fact that means steady, profitable business for you in the years ahead.



## U·S·S AMERICAN FENCE U·S·S TENNESEAL V-Drain ROOFING

TENNESSEE COAL & IRON DIVISION, UNITED STATES STEEL COMPANY, GENERAL OFFICES: FAIRFIELD, ALABAMA  
DISTRICT OFFICES: CHARLOTTE • FAIRFIELD • HOUSTON • JACKSONVILLE • MEMPHIS • NEW ORLEANS • TULSA

**UNITED STATES STEEL**

**HKP** "If it's metal . . . I'll cut it!"

# PORTER CUTTERS

*Quality tools that boost your sales volume!*



**HANDKLIP®  
6T BOX STRAP  
CUTTER**



Needed by every store, restaurant, factory, garage, etc., for cutting steel strapping on cartons, boxes, crates without damage to contents. Cuts up to 3/16" box wire and .035" to 3/16" steel strapping. Top x 1/4" easily slides under tightest binding for positive cutting.

**HANDKLIP®  
6C  
WIRE CUTTER**



Cuts wires, cable, rods, baling wire and bolts up to 1/4" soft bolts in thread and 3/16" soft wire rope and rods. Great for cutting jobs on farm, ranch, orchard, in the home and camp. Protruding tip ideal for pulling staples and hooking under tight wire.

**HANDKLIP®  
6A ANGULAR  
CUTTER**



Needed by repairmen, garages, machine shops, mechanics, etc., for CLOSE cutting of soft wires, form wires, cotter pins up to 1/4" soft bolts and thread, 3/16" soft rods, etc.

**#12**

## UTILITY CUTTERS

for BOLTS,  
RODS, and WIRE

Display them and you'll sell them — at a nice profit, too. Small but mighty cutters that sell on sight to home owners, hobbyists, farmers, mechanics. No. 12 Utility Cutters cut quicker and easier than a hacksaw—do jobs too tough for regular cutting pliers. Large capacity: soft screws and bolts up to 1/4" in thread, 3/16" soft rods, nails, fencing, all kinds of untempered wire. Deserves a place in every tool kit. **ORDER FROM YOUR JOBBER — MANY OTHER LARGER SIZES AND TYPES FOR ALL CUTTING PURPOSES, COMPLETE LINE OF PRUNING AND LOPPING SHEARS.** Ask for our catalog showing the complete line of Porter's profitable cutters for every metal cutting job.

**H. K. PORTER, INC.**  
74 Foley Street  
Somerville 43, Mass.

**PORTER**  
on the job  
**CUTTERS**

"When one of these lay-away customers comes to us and says that he is unable to liquidate his account, we do not permit him a cash refund, but we do allow him to use his payments on other toys or merchandise in the store," Gardner explained.

"We try to be as fair as possible about this. If a customer has several toys in the lay-away, and has paid enough into his account to redeem some of the toys, we allow him to apply all of his payments on the toys which can be paid for in full, instead of spreading these payments over his entire purchase.

"Also, we permit children to use our lay-away, as long as they can meet our requirements. We have found that a number of youngsters like to use the lay-away, paying us with money they receive as an allowance. Very few of our juvenile customers have failed to pay out their lay-away accounts."

### Excerpts from the Address of President Tracy . . .

(Continued from page 60)

ing interest, through dependence on the Government itself, is on the increase, and if half the people stay away from the polls, the perpetuation of any given regime is made relatively easy.

The two-party system has been one of the supporting pillars of our Freedoms, and an independent, conscientious Congress stands firm and level against all opposing forces. However, in the past decade there has developed a serious crack in this column.

The terms Democrat and Republican have no longer the same connotations as they have had historically. . . and the time has come when it is vital to select a candidate on what he stands for, what his record has been. . . The real, patriotic Democrats and Republicans in our recent Congresses have been the bulwark upon which extremely radical legislation has been turned back.

Let's not overlook the importance, yes the imperative necessity, of electing to Congress both Democrats and Republicans who have the best interests of our country at heart, men who will push aside personal aggrandizement for the glorification of America. Such statesmen are the watch dogs of Democracy, the trustees of our Republic.

*Here it is!*

R P M Manufacturing Company, the world's largest manufacturer of rotary power mowers, presents America's newest lawn mower . . . the LAWN-BOY by R P M. Here's the one mower that offers your customers more new features than any other mower; backed up by the largest, most powerful promotional campaigns that ever introduced any mower. The LAWN-BOY's your guarantee of a trouble-free priced-right lawn mower . . . designed for profit-building sales appeal.

*The*  
**LAWN-BOY**

*by*



*America's Most Modern Lawnmower*

**CHECK THESE FEATURES**

**CONTOUR CUT** . . . the feature that checks scalping. The LAWN-BOY's cutting blade is automatically guided by the wheel placement design. Here's the mower that won't scalp.

**SIMPLE**, uncomplicated . . . the LAWN-BOY's direct drive gives trouble-free simplicity of operation. No belts to adjust, no chains to snap.

**GRASS SPRAY** . . . here's the feature that assures full cutting power. Grass clippings can't back up in the discharge chute. What's more, this feature eliminates long rows of clippings.

*Styling by Brooks Stevens, ONE OF THE COUNTRY'S OUTSTANDING INDUSTRIAL DESIGNERS*

**LIGHTWEIGHT** . . . all aluminum alloy construction gives a magic, featherweight ease of handling, bound to appeal to every customer.

**CLOSER TRIM** . . . the LAWN-BOY trims as close as 3/8 inch . . . right up against walls, bushes or fences. Saves hours of time spent in trimming or edging. And others!

**BALANCED WEIGHT DISTRIBUTION**  
**THE LARGEST MUFFLER AREA ON ANY MOWER**  
**COMPLETELY SHIELDED, EXTRA-SAFE CUTTING BLADE**

22 inch cut  
Front "Grass Spray"  
discharge  
2 cycle engine



21 inch cut  
Rear "Grass Spray"  
discharge  
4 cycle engine



**WORLD'S LARGEST MANUFACTURER OF ROTARY POWER MOWERS**

Available through hardware jobbers and distributors



THE  
TWINE

FISHERMEN  
DEPEND  
ON

*Gold Medal*  
QUALITY SEINE TWINE

Fishermen everywhere insist on Gold Medal Seine Twine because they know they can depend on its superior quality, just as they have for generations.

They know the specially selected, carefully spun long staple cotton that goes into Gold Medal Seine Twine makes it the twine that will last longer, and mend and knit better nets because it ties right, hangs without kinks or twists.

This is the same twine used in famous Gold Medal Netting.

*Gold Medal*  
THE LINEN THREAD CO., INC.  
Successor to American Net and Twine Company

418 Grand Street, Paterson 1, N. J.

Chicago 10, Ill. • New York 17, N. Y. • Boston 10, Mass. • Baltimore 3, Md.  
San Francisco 5, Cal. • Gloucester, Mass.

## WASHINGTON NEWS

(Continued from page 36)

The category breakdown shows that churches lead the list with 154 projects with an estimated cost of \$29 million, and retail stores next with 77 projects costing \$16 million.

### Delivered Prices on Gas, Electric Stoves

OPS HAS ANNOUNCED that manufacturers of gas and electric cooking stoves who customarily have billed their customers on an f.o.b. shipping point basis, are now permitted to figure their ceiling prices on a delivered basis.

This authorization, OPS officials said, should not affect retail prices for these stoves.

This action was taken under Ceiling Price Regulation 22, Supplementary Regulation 30, Amendment 1, and became effective August 20, 1952.

OPS on July 15, 1952 issued SR 30 to CPR 22, which authorizes this same type of pricing for manufacturers of refrigerators and home freezers. The agency said at that time that new commodities would be included under SR 30 as need was shown, and as additional methods of calculating the basis for a shift from an f.o.b. to delivered prices were developed.

The agency said today that it has been determined that the method of calculating adjusted delivered ceiling prices set forth in SR 30 may readily be used by manufacturers of electric and gas cooking stoves. Consequently, the amendment does not contain any new methods of calculating the adjustment.

### Grade Changes for Coated Abrasives

THE PROPOSED revision of the Simplified Practice Recommendation for Coated Abrasive Products has been approved for promulgation, and will become effective December 1, 1952, the Commodity Standards Division of the Office of Industry and Commerce, U. S. Department of Commerce has announced. It will be identified as R89-52.

The recommendation covers

## Red Tag's Merchandising Tips:



**"A good time to sell**

# Insect Wire Screening

**is when the flies aren't biting!"**

THE average homeowner likes to handle minor chores—like replacing and repairing window screens—out of season. He has the time to do a better, more complete job—and the screens are ready for immediate use when he needs them. This winter remind your customers by displaying Cyclone Insect Wire Screening in a prominent spot in your hardware store.

An attractively-arranged display of Cyclone "Red Tag" Insect Wire Screening—along with the tacks, nails, hammers, paint, brushes and other tools needed to do a complete job—will remind your customers that now is the best time to take care of those worn-out screens.

Cyclone Insect Wire Screening is a popular, easy-to-sell, fast-moving product. Customers like it because it's durable, good looking, and it's woven with a firm, even mesh to stretch square. It is available in *Galvanized Steel, Bronze, Aluminum* in 24, 26, 28, 30, 32, 34, 36, 42, and 48 inch widths. Every roll is guaranteed to comply with all requirements of Commercial Standard CS138-49, as issued by the National Bureau of Standards, U. S. Department of Commerce.

Call your jobber now to fill out your stock of Cyclone Insect Wire Screening. Chances are his stocks are more complete now than they may be when spring demand reaches its peak.

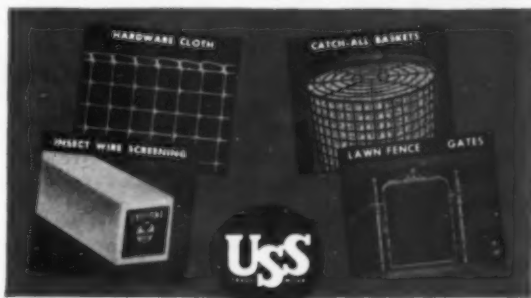
CYCLONE FENCE DEPT., AMERICAN STEEL & WIRE DIVISION  
UNITED STATES STEEL COMPANY  
WAUKEGAN, ILLINOIS      SALES OFFICES COAST TO COAST  
UNITED STATES STEEL EXPORT COMPANY, NEW YORK

### U-S-S CYCLONE

*"Red Tag"*

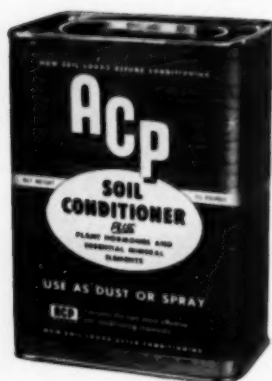
## HARDWARE PRODUCTS

UNITED STATES STEEL





# THREE GREAT ADDITIONS TO THE ACP LINE



## ACP Soil Conditioner

### **PLUS** Plant Hormones—Fertilizer Essential Mineral Elements

ACP Soil Conditioner contains the two most effective soil stabilizing elements—PAC (modified polyacrylonitrile) and VAMA (vinyl acetate maleic polymer) with essential mineral elements, hormones and fertilizer added. *Can be used as dust or spray.* ACP Soil Conditioner turns hard clay or similar problem soils into easily cultivated earth.

List— $\frac{1}{2}$ -lb. shaker canister \$1; 2 $\frac{1}{2}$ -lb. shaker canister \$3.55; 10-lb. can \$10.90

## GRO-STUF...

### A Concentrated Liquid Fertilizer

Contains nitrogen, 20%; phosphoric acid, 20%; potash, 20%—all the proved chemicals, plus hormones, plus necessary trace elements needed to make stuff grow—trees, shrubs, vegetables, flowers, lawns. A complete plant food. Simply mix with water and apply.

List—1-lb. can \$1.25; 4-lb. can \$3.75



## ACP Rose and Floral Dust...

Complete protection against bugs and plant diseases in one product. A fungicide, insecticide, aphicide and miticide all in one! *May be used as dust or spray.*

List—1-lb. canister \$1.49; 3-lb. canister \$3.59

## THESE 3 HIGHLY EFFECTIVE ACP PRODUCTS JOIN:

Weedone • Weedone Crab Grass Killer • Weedust • Rootone  
Rosetone • Transplantone • Fruitone • ACP Fruit Tree Spray

Yes, the ACP line is more complete than ever. For proved formulations to control weeds and insects, to stimulate growth and improve tilth, you can always rely on ACP.

### LIBERAL DISCOUNTS



Write us for descriptive material and complete details  
**AMERICAN CHEMICAL PAINT CO., AMBLER, PA.**

Originators of 2,4-D and 2,4,5-T Weed Killers

simplified lists of flint- and emery-coated abrasives and coated abrasives other than flint and emery. For these two categories of coated abrasives, the recommendation gives class of goods, type of backing, sizes of sheets and rolls, type of coating, that is, whether open or closed, and the grade number in which each item is available. The recommendation was first issued in 1928, and it was revised and reissued in 1932, 1936, 1940, and 1946.

The purpose of the current revision is to change the grade designation for certain flint goods from the customary 10 grades, ranging from 4/0 to 3, to 5 grades which are now to be designated as extra fine, fine, medium, coarse, and extra coarse. According to information supplied by the industry these lines are used for non-technical applications where the former many subdivisions of abrasive grain sizes serve no useful purpose. Reducing the number of flint grades from 10 to 5 will, in the opinion of the proponents, satisfy all normal requirements, and enable all concerned to obtain the benefits of simplified practice. In addition to certain minor changes, the term "ream" has been replaced by "sheets" for all classes of goods to conform to industry practice.

## BUSINESS TRENDS

(Continued from page 38)

period of 1951, but crop receipts of 8.6 billion dollars are up 13 percent.

### South Leads Nation in Wholesale Sales Gain.

THE SOUTH WAS the only section in the nation showing an increase in wholesale sales in the first seven months of 1952 over the same period last year, according to the Wholesale Trade Report issued by the Bureau of the Census.

The report showed a rise of 1 percent in the South Atlantic region; 2 percent in the East South Central section; and 3 percent in the West South Central area, while the New England region was reporting a 3 percent decline; the Middle Atlantic, 5 percent; the East and West North Central sec-

# Relax—

THAT'S McKAY CHAIN!



## McKAY

A good name for  
good chain!

Since 1881

Maybe your customers will never need a chain to leash an elephant or lift a locomotive, but if they do—you can be sure you can get them the McKAY CHAIN to do the job! Sell McKAY CHAIN, it's the time tested, job tested line that offers "a chain for every use" . . . and profit possibilities too.

### THE *McKay* COMPANY

442 McKAY BUILDING • PITTSBURGH 22, PA.

tions, 3 and 5 percent respectively; the Mountain zone, a 4 percent decrease; and the Pacific region, a 2 percent fall.

The South also led substantially in gains in sales in July of this year over the corresponding month last year with increases of 17 percent in the South Atlantic; 18 percent in the East South Central; and 16 percent in the West South Central sections. Advances in the other regions in the country ranged from 8 to 14 percent.

### Farm Prices Received Down Two Percent . .

THE INDEX OF Prices Received by Farmers declined 7 points (2 percent) and the Index of Prices Paid by Farmers declined 3 points (1 percent) during the month ending September 15, 1952, according to the Bureau of Agricultural Economics. As a result the Parity Ratio declined from 103 to 101.

The drop in the Index of Prices Received by Farmers resulted primarily from lower prices for meat animals, commercial truck crops, potatoes, and deciduous fruits, which were only partially offset

by increases in prices of dairy products, cotton, wheat and eggs.

The decline in the Index of Prices Paid, Interest, Taxes, and Wage Rates resulted mainly from lower prices for feeder livestock, vegetables and meat which off-set increases in prices of most feeds and of household furnishings.

### Gain in Factory Sales of Household Washers

FACTORY SALES of standard-size household washers in August totalled 254,537 units, compared to 207,593 in July, an increase of 22.6 percent, according to figures announced recently by the American Home Laundry Manufacturers' Association. The August total compares to an industry-wide total of 239,081 sold in August, 1951, or a gain of 6.5 percent.

Automatic tumble dryers sold in August aggregated 53,376 units, compared to 33,858 in July, an advance of 57.6 percent, and were 32.8 percent more than 40,191 in the comparison month last year.

Factory sales of household irons in August were 16,477 units, up 9.7 percent from 15,025 sold in

July, and were down 4.2 percent from 17,200 sold in August a year ago.

### Slight Decline in Retail Inventories

RETAIL INVENTORIES at the end of July were down slightly from the month before. Inventories of durable goods were off three percent, largely because of one-sixth lower stocks of automobiles, the Department of Commerce has reported.

Inventories of home furnishings, however, rose nearly nine percent, the first increase since May 1951.

Retail inventories totaled 11 percent below those at the end of July last year. Stocks of hard goods were down more than one-fifth, with all major groups registering substantial declines.

This decline in inventories at the retail level is pointed out by some economists as assurance of solid business activity in the months ahead. To meet consumer demand, retailers must replenish inventories and the effects of this will be felt all the way up to the factory level.

## Satisfied customers



## mean REPEAT business WITH GRIFFIN BUTTS!

When you sell high quality Griffin Butts you produce a satisfied customer . . . and satisfied customers mean repeat business. Griffin Butts are produced from fine steel, carefully rolled in our own mill and finished by experienced craftsmen.

The entire line of Griffin fine builders hardware is designed to help you — by offering the best to your customers.



# GRIFFIN



Every DOOR NEEDS THREE  
MANUFACTURING COMPANY

### ERIE • PENNSYLVANIA

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17134 S. Wyoming Avenue  
Detroit, Michigan

L. A. ABRAMS  
45 Warren Street  
New York 7, New York

JOHN SULLIVAN  
115 Broad Street  
Boston, Massachusetts

CHARLES L. LEWIS  
1355 Market Street  
San Francisco 3, Calif.

WALTER S. JOHNSON  
917 S. Charles Avenue  
Atlanta, Georgia

E. H. FARRAR  
6637 Golf Drive  
Dallas 5, Texas

B. F. BEVERS  
4524 East 60th Street  
Seattle, Washington

I. J. FULLER  
644 Wellington Road  
Jackson 6, Mississippi

HARVEY D. RUSH & SONS  
4628 Nichols Parkway  
Kansas City, Missouri

H. C. GLOVER  
2611 Garrison Blvd.  
Baltimore 16, Maryland

ROY L. ROGERS  
1620 Garfield Street  
Denver 6, Colorado

W. C. NEUBAUM & CO.  
6954 Cleothe Avenue  
St. Louis 9, Missouri

## WHOLESALE NEWS

(Continued from page 48)

partments. For some time he was in the sales division, later the purchasing. In his new assignment, he will work closely with the purchasing, sales and other departments.

### Wooster Names Wheeler Southern Sales Rep. . .

ROBERT O. WHEELER, Atlanta, Ga., has been appointed by the Wooster Rubber Co. as manufacturer's representative for sales of the firm's Rubbermaid line of household rubber products in Alabama, Georgia, South Carolina, and part of Western Florida.

Mr. Wheeler, formerly a member of the Pyrex sales organization, was named to his new job by J. K. Buckwalter, general sales manager of the Wooster company.

Mr. Buckwalter also said that Florida business of the firm will be handled by E. G. Corbitt, except for the western area bounded by the eastern border of Jefferson County. Until this time, Mr. Corbitt had handled the entire area, which is now divided into two territories.

The recent increase of Rubbermaid sales in hardware stores throughout this section of the South was given as the reason for Mr. Wheeler's appointment to the Wooster sales force.

### Taylor Representatives Attend B & S Conference

TAYLOR BROTHERS, manufacturers representatives in Richmond, Virginia, and southern representatives of The Billings & Spencer Company visited the plant at Hartford, Conn., for a sales and promotion conference recently. R. J. Ahern, president, assisted by J. F. Whalen, assistant sales manager of Merchandise Tools Division, spoke to the representatives and conducted a tour through the plant where new methods and operations were explained.

Edgar R. Lafferty, Jr., of Taylor Brothers, was present and conducted his part of the program, voicing the trends and increased sales po-

(Continued on page 80)

**To Serve You Better...**

ROUND SEATTLE CHAIN CORP. Seattle 8  
 ROUND SEATTLE CHAIN CORP. Portland 10  
 THE ROUND CHAIN & MFG. CO. Chicago 38  
 THE CLEVELAND CHAIN & MFG. CO. OHIO HOIST & MFG. CO. THE PLATING AND GALVANIZING CO. Cleveland 5  
 THE SOUTHERN CHAIN & MFG. CO. Birmingham 4  
 THE BRIDGEPORT CHAIN & MFG. CO. Bridgeport 1  
 ROUND WOODHOUSE CHAIN & MFG. CO. ROUND ALLOY MFG. CO. Trenton 7  
 ROUND CALIFORNIA CHAIN CO. So. San Francisco  
 ROUND LOS ANGELES CHAIN CORP. Los Angeles 34

**There's a Round CHAIN COMPANY right in your territory!**

### ROUND CALIFORNIA CHAIN CO.—

an important link in the nationwide Round Chain organization — is under the direction of J. D. Cavan, a Round veteran of 15 years. Like all other Round Chain Companies, Round California supplies a *complete line of welded and weldless chain, slings, chain hoists, electric hoists, trolleys and winches. Sold exclusively through wholesalers and distributors.*



J. D. CAVAN

**Welded & Weldless Chains for Every Purpose**

- Commercial
- Industrial
- Automotive
- Farm
- Home
- Logging
- Marine
- Oil Field
- Railroad

**RELATED ROUND PRODUCTS**

Chain Fittings and Accessories • Hooks • Shackles • Trolleys  
 Wire Ropes • Slings and Hoist Hooks • Load Binders • Winches

**Round CHAIN COMPANIES**



## COMPLETE LINE

Royal Heaters are the market's hottest items. Here are 3 fast sellers. Folder showing full line sent on request.



1. **ROYAL GAS LOG** in 22,000 and 30,000 BTU. Beautiful replica of Tennessee Mountain Oak Logs. BA-17 Andirons shown above at extra cost.



Every  
Royal  
Heater  
carries  
the  
AGA  
seal

2. **ROYAL GAS WALL INSERT HEATERS**—ideal for bathroom or other small rooms. Takes 12½" x 20" wall space, depth 3¾".



3. **ROYAL VENTED GAS CIRCULATORS** in many models. 20, 30, 40, 50, 60 and 75 thousand BTU models without radiants. 40 and 60 thousand BTU models with radiants. A truly **COMPLETE AND FAST SELLING LINE.**

WRITE FOR descriptive literature  
and your Distributor's name.

**CHATTANOOGA IMPLEMENT &  
MANUFACTURING COMPANY**

CHATTANOOGA 6, TENNESSEE  
Quality . . . Since 1891

PERMANENT DISPLAY, 1119-A  
CHICAGO MERCHANDISE MART

# WHOLESALE NEWS

(Continued from page 79)



tentials of the southern territory.

At this meeting a new Billings sales representative was introduced, John F. Lyons, who will assist Taylor Brothers in their activities in the southern states.

has been appointed by Flambeau-Plastics Corp., 501 Seventh St., Baraboo, Wis., to cover six states: North and South Carolina, Georgia, Florida, Tennessee, and Alabama.

Mr. Ravenel, with his associates, will be calling on all wholesalers, as well as companies interested in plastic housewares, in their territories. These men are experienced in their fields and well fitted to service the concerns in their territories, it was announced.

## Ravenel to Represent Flambeau Plastics . .

THE JIM RAVENEL Co., 2025  
Peachtree Road, N.E., Atlanta, Ga.



This housewares display now has replaced the toy display which recently occupied the Dealer Mobile Display van operated by Americus Hardware Co., Americus, Ga. According to President John W. Sheffield, housewares will be replaced by a unique fishing tackle display the first of the year, to give dealers a first-hand inspection of new fishing tackle products.





STOCK THE LINE THAT BUILDS

## Reputations...and Profits!

In every community, there's at least one hardware store that builds up a reputation for having its shelves amply stocked with a wide selection of dependable, well-made merchandise...a store that customers look to *first* for their hardware needs.

It's easy to make your store that kind of store! Put in a well-assorted line of RB&W nuts, bolts, rivets and screws. You'll be surprised at their fast turnover; your customers will like the idea of finding exactly what they're looking for on the very first try.

And with RB&W's attractive modern packaging, there's no poking and

hunting in mixed-up stock drawers—you can put your hand on a specified item quickly and positively! What's more, with the unique RB&W "upside-down" boxes, the contents just *can't* spill out when you wait on a customer.

Because RB&W fastening items stay in steady, year-round demand, you can stock them in quantity, with no worries about style changes, no worries about deterioration in storage, no worries about time-consuming reordering. Decide now to stock a complete line of RB&W fastenings, and then watch your reputation and your profits grow!

107 YEARS MAKING STRONG THE THINGS THAT MAKE AMERICA STRONG



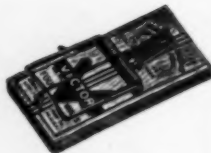
### RUSSELL, BURDSALL & WARD BOLT AND NUT COMPANY

Plants at: Port Chester, N. Y., Cornopolis, Pa., Rock Falls, Ill., Los Angeles, Calif. Additional sales offices at Philadelphia, Pittsburgh, Detroit, Chicago, Dallas, San Francisco. Sales agents at: Portland, Seattle.

Available at Leading Wholesale Hardware Distributors from Coast to Coast

### VICTOR MOUSE AND RAT TRAPS

Metal bait pedal;  
release four ways.



### HOLDFAST MOUSE AND RAT TRAPS

Wood bait pedal;  
sensitive release.

### AUTO-SET MOUSE AND RAT TRAPS

Roller metal bait  
pedal; automatic  
setting style.



# VICTOR

## Holdfast—Auto-Set MOUSE and RAT TRAPS

*These Popular Brands  
are Profitable Brands*

### VICTOR BLACK CAT MOUSE TRAPS

Plastic, 4-hole  
thicker trap; "ad-  
ver" wire work;  
special safety  
construction.



### VICTOR LITTLE CHAMP MOUSE TRAPS

Plastic, 1-hole  
trap; Auto-Set  
mechanism;  
thicker action.

### VICTOR EASY-SET MOUSE TRAPS

All metal trap;  
Auto-Set mecha-  
nism; hand or foot  
setting; roller  
bait pedal.



Because Victor, Holdfast and Auto-Set Mouse and Rat Traps feature proved design and sturdy construction, they are the traps your customers know and buy. Order a full stock of these profitable brands from your wholesaler.

**ANIMAL TRAP COMPANY OF AMERICA**  
Littitz, Penna. • Pascagoula, Miss.

## INDUSTRY NEWS

(Continued from page 46)

recent sales meeting in Racine. "1953 will be a year both of challenge and opportunity in the power mower field." He pointed out that more and more, the buying public must be told to be sold, and the best teller will be the biggest seller.

M. J. Walker, director of sales, highlighted his remarks with a pointed discussion on the features of Jacobsen mowers. He also introduced the new Jacobsen 18-inch snow blower and told of the newly-designed Lawn King and Estate 24 models.

Concluding the 4-day session was a review of the important points by C. A. Livesey, Jacobsen sales manager.

### New York Wire Cloth Co. Promotes R. P. Turner, Jr.

PROMOTION of Robert P. Turner, Jr. to vice president in charge of manufacturing in the York, Pa. plants of the New York Wire Cloth Co., has been announced by Louis



Jones

Turner

D. Root, Jr., president. At the same time, Mr. Root announced enlargement of the company's board of directors from three to seven, through the following additions: Stuart M. Jones, vice president in charge of sales; Robert P. Turner, Jr.; William J. Price, partner in Alex. Brown & Sons; and Alonzo G. Decker, Jr., vice president of Black & Decker Manufacturing Co.

### Farr Elected Treasurer of American Steel & Wire

WALTER V. FARR has been appointed treasurer of American Steel & Wire, according to Harvey

## MIXES IN COLD WATER!

### CONSUMERS PATCHING PLASTER

... for cracks, holes  
and general repair



Famous for  
QUICK SALES  
because it...

1. Needs no sizing.
2. Mixes white in cold water.
3. Knits quickly to old plaster.
4. Will not check or shrink.
5. Does not peel or crack.

\* Available in 1, 2½ and 5 lb. cartons;  
2, 5, 10, 15 and 50 lb. paper bags; 100  
and 300 lb. drums.

ORDER FROM YOUR WHOLESALER

OR DIRECT FROM US

**CONSUMERS GLUE CO.**  
1515 N. HADLEY ST. ST. LOUIS 8, MO.

# NOW Complete Stocks of Aluminum Molding

to serve the  
**BUILDING  
SPECIALITIES  
INDUSTRY**

Prompt Shipments

Decorate with  
**DECORITE**  
Aluminum Molding  
for every purpose

WRITE TODAY FOR COMPLETE CATALOG

**DECORITE, INC.** 2716 Peachtree Rd., Atlanta, Ga.  
2915 San Jacinto St., Dallas, Tex.

B. Jordan, president of the U. S. Steel Division.

Mr. Farr, who has been assistant treasurer of the Wire Division in the Chicago District, will move to Cleveland to succeed John J. Farrell, who has been promoted to assistant treasurer of United States Steel Co. in Pittsburgh, Pa.

In February 1934 Mr. Farr first became associated with the Wire Division as a property appraisal clerk. With the exception of two years from 1935 to 1937, when he served with a private accounting firm, Mr. Farr advanced through the ranks of the Wire Division, becoming audit supervisor in 1938.

He became credit manager of the Chicago office in June 1942, and was promoted to assistant treasurer in July 1945.

### New Regional Managers for Union Hardware . .

APPOINTMENT OF Roscoe Stull as regional sales manager to handle sales of Union Hardware Co. products in the Southern regions is announced by Milton G. Meinig, director of merchandising and sales for Union Hardware Co., Torrington, Conn. and its subsidiaries.

Mr. Stull, with Union Hardware the past 25 years as a special representative, will have his headquarters in Atlanta, Ga. He will be in charge of sales operations in the territory for Union Hardware fishing rods, roller skates and ice skates; Joseph T. Wood Athletic Shoe Division bowling shoes, baseball shoes, roller skating and ice skating outfits; T. H. Wood fishing lines; Springfield Co. baseballs and softballs, and Bristol Horton, Inc. golf clubs. Bristol Horton fishing rods will be handled by independent sales representatives.

### Pittsburgh Opens New Atlanta Paint Plant .

ONE OF THE largest paint manufacturing plants in the Southeast was formally opened October 9 by the Pittsburgh Plate Glass Co. Situated on a 14-acre tract in the Empire Industrial Area of East Point, Ga., the plant fronts on Oakleigh Drive, approximately six miles southwest of Atlanta.

Designed for rapid flow production of a complete line of house paints, varnishes, enamels, resins,

## SALESMEN DISCOVER NEW PROSPECTS WITH TM ALLOY STEEL CHAIN

TM Alloy Steel Chain was originally designed and sold exclusively to the steel industry because of the increasing demands for stronger chain. Now this famous chain is available in sizes ranging from  $\frac{1}{4}$ " to 13 $\frac{1}{2}$ " inclusive and its application is growing broader everyday. TM Alloy Steel Chain's popularity is due to its tremendous stamina and increased safety. Made from Taylor's Special Analysis Alloy

Steel, it has twice the tensile strength and five to fifteen times the life of wrought iron chain. Complete and controlled heat-treatment eliminates the need for periodic annealing—makes it highly resistant to grain growth and cold working at all temperatures. Its extreme hardness reduces wear. The result is lower chain costs for all types of industry—increased sales for jobbers! Write S.G. Taylor Chain Company, Hammond, Indiana for details.



BIG MARKET FOR -

**TM**  
ALLOY STEEL  
**CHAIN**

- METAL FABRICATORS
- AUTOMOBILE MANUFACTURERS
- FOUNDRIES
- MACHINERY BUILDERS
- DIE SHOPS
- RAILROAD AND CAR SHOPS
- QUARRIES
- MINES
- STEEL MILLS
- OIL WELL DRILLING CONTRACTORS

**TAYLOR MADE**  
A GREAT NAME IN  
**Chain** SINCE 1873

S. G. Taylor Chain Co.  
Dept. 25 Hammond, Indiana  
Rush free catalog on TM Alloy Steel Chain.

Name \_\_\_\_\_  
Address \_\_\_\_\_

# IWAN

## shovels

### built to LAST

- 16 Ga. blades
- rugged straight-grain ash handles
- one-piece blade and socket



#### NEW General Purpose Shovel

A sturdy, well-built shovel that will take a lot of hard use. One-piece blade and socket of 16 gauge, hot rolled, high-carbon steel (also available 18 ga.). Available with straight or "D" handle of selected straight-grain ash . . . fully seasoned for utmost strength.



#### NEW Super-Strong Dirt Shovel

This shovel is reinforced with a tube of steel inside the socket to provide added strength at the point of greatest stress. Outer tube is one-piece continuation of blade . . . inner tube is one-piece continuation of heel plate. Blade is heat treated, 16 ga. high-carbon steel—Brinell tested. Straight or split "D" X grade ash handle.

ask your jobber or  
**WRITE** for complete  
information

## IWAN bros., inc.

1503 Prairie Ave., South Bend 14, Indiana

## NOW STEADY PROFITS with

### The Original Self-Wringing ARTMOORE *Sponge* MOP

Refills  
Available  
Easily  
Installed



Ask your sales staff—they've had calls for this quality product and replacing refills.

If your jobber cannot supply you the genuine ARTMOORE Mop, write directly to

### ARTMOORE COMPANY

Dept. S-112

1319 No. Third Street

MILWAUKEE 12, WISCONSIN

industrial and specialty finishes, the plant is the third ultra-modern producing unit to be put into operation by Pittsburgh Plate Glass in recent years. Others are located at Springdale, Pa., and Torrance, Cal.

The East Point plant is essentially a single-story, fireproof structure located on different levels. A mezzanine floor is incorporated for grinding and straining. Ball and pebble mills are suspended on structural steel frames beneath the upper decking with easy access from above for charging raw materials.

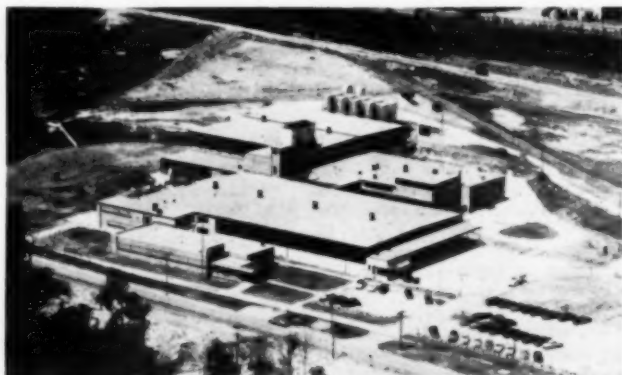
Originally rated to produce 1,500,000 gallons annually, the plant is designed to allow for future expansion of production without structural changes. Natural gas is used for heating, but a fuel oil reserve tank is incorporated in case of natural fuel failure.

The 130,600-square-foot plant and office building is designed to provide several functional levels to speed indispensable gravity flow requirements in manufactur-

ing operations. Railroad siding on the Central of Georgia also is provided on two levels to accelerate shipping and receiving. Modern laboratory facilities are provided to aid in product development and quality control programs.

Tank farm storage at the rear of the plant provides a reserve for 250,000 gallons of liquid raw materials which are pumped to manufacturing points of use by a remote control system. All office and laboratory space is air-conditioned, and the reception area of the office wing is encased in floor-to-ceiling expanses of polished plate glass with Herculite tempered all-glass doors serving the main entrance. All working areas throughout the plant and office buildings are painted according to the Pittsburgh principles of color dynamics for industry.

Pittsburgh Plate's new East Point operation will be under the management of John F. Green, who was formerly manager of trade sales service at the company's Milwaukee paint factory.



Pittsburgh Plate Glass Co.'s new East Point, Ga., paint plant



## Buy - of - the - Week Display Increases Store Traffic

AT LEAST 350 additional customers per week visiting the store, with most of them making at least one purchase, is the result of a Buy-of-the-Week display at Sherrod Hardware Co., Lubbock, Texas.

The display is the result of a study, made by Paul Sherrod, owner. Over the past several years, he experimented with many such ideas, such as "Today's Special," window promotions, newspaper advertising, etc. Daily promotions, he found, had several drawbacks, the chief one being many women were disappointed to find that an item on special sale one day was not available on the day following the sale.

Therefore, the program has been extended to Buy-of-the-Week, thus presenting 52 items per year. These are listed weekly in display advertising and appear on the permanent display fixture near the left-center of the store.

Each item shown under the Buy-of-the-Week display is an actual bargain. Merchandise may include rubber goods, china and glass, tools, floor waxes, paint, garden tools, etc., but all are sold at prices well below the average year-round price.

Sherrod has kept a careful count on the number of customers who visit the display each week, and he has determined that approxi-

mately 350 customers make a "bee-line" for the display. How many of

these are regular purchasers, after becoming acquainted with the store in this way, is of course, difficult to determine. However, the display has been one of the store's most valuable merchandising assets.

## Plans Progress for Housewares Show

FLOOR PLANS AND application blanks for the January 1953 National Housewares Exhibit to be held at the Navy Pier, Chicago, were expected to go into the mails about September 20, according to A. W. Buddenberg, executive secretary, National Housewares Manufacturers Association.

The exhibit will open Thursday, January 15, at 9 A.M. and continue through Thursday, January 22, at 12 noon. With the exception of the closing day, exhibit hours will be 9 A.M. to 5 P.M. daily. The exhibit will not be open Sunday, January 18.

It will be the 18th national exhibit operated by the NHMA and the fifth successive show staged at Navy Pier.

# Get EXTRA Sales MORE Profits!

with

## TANDROTINE

### the Popular PAINT THINNER!



IT'S PROVEN  
IT'S ECONOMICAL  
IT'S a Quality THINNER

ORDER  
TANDROTINE Today!

Get ready for  
EXTRA Sales,  
MORE Profits.



TURPENTINE & RESIN FACTORS, INC.  
SAVANNAH, GEORGIA

**TANDROTINE** is preferred by both painters and home-owners for use wherever a high grade paint, enamel, or varnish thinner is needed.

That is because TANDROTINE is such an excellent thinner and cleaner of brushes, as well as a remover of grease. It also dissolves wax and does a hundred other household tasks. TANDROTINE has a high flash point, a pleasing odor, long leveling, and even flow. It is slow drying.

Get your supply now!



# NEW

# PRODUCTS

## AND SALES PROMOTION MATERIAL

### New Merchandise Rack for Paint Rollers . . .

The Patterson-Sargent Co., 1325 East 38th St., Cleveland 14, Ohio, makers of BPS Paint, has announced availability of a complete and compact new merchandise rack, created to feature the company's twin roller lines, the Painteroll and the all-new design Doval roller.

Requiring but a square foot of floor space, the new rack stands only 47" high and is sturdily constructed of quarter-inch cold rolled steel with baked aluminum finish.

Conceived to solve bulk inventory problems for dealers, the new rack



holds 12 complete Painteroll units including trays, six individual Painterolls, 12 new attractively packaged Doval rollers and a dozen extra covers for both type rollers.

Topped by a large display card, the new paint roller rack will be made available immediately, according to company officials.

### New Wonder Bobber Introduced to Trade

The Wonder Bobber, now being introduced by Wonder Bobber Co., Sarasota, Florida, is designed to perform for the average fisherman before he realizes he has a nibble. Simple to use, Wonder Bobber is equipped with "snap-trap" action that hooks the fish



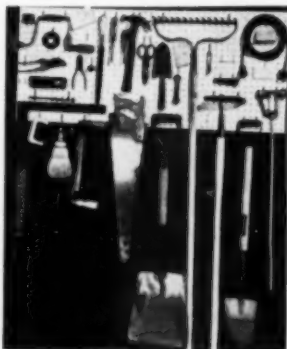
the instant it takes the bait. Its working parts are a rubber spring and a series of four glass beads encased in durable red and white plastic.

It comes in an attractive box complete with instructions, packed in dozen lots in a colorful red, white and blue counter display carton. A comprehensive national publicity and advertising program is being readied for the 1953 season.

Write Wonder Bobber Company, R. R. 5, Sarasota, Florida, for information and sample.

### Butler Introduces New Peg-Board Hook Rack

A new hook rack designed to place often-used items within easy reach is announced by the B. B. Butler Manufacturing Co., Bellwood, Ill.



Twenty-four hooks are easily interchangeable in the over 400 holes of the 20 x 23 inch Peg-Board, allowing numerous arrangements to accommodate various-sized items.

Designed for use in the kitchen for holding pots and pans, as a convenient file for small utensils, in the workshop or garage, in utility closets or sewing rooms, the board contains four spring clips for holding paper, recipes, notes, etc. to the rack.

The Peg-Board hook rack will be available for approximately \$3.98.

### True Temper Announces New Spring Items . . .

True Temper Corp., 1623 Euclid Ave., Cleveland 15, Ohio, has announced the following three items for the coming Spring season.

The True Temper 7-piece Dynalite Set, packed in a handy carton, includes a shovel, spading fork, bow rake, hoe cultivator, stainless steel trowel, and an all-steel wall tool holder.



The Dynamic lawn rake, featuring large capacity, flex-action and light weight, has 22 tempered steel teeth with a straight flat edge for use with a pulling motion. Its overall spread is 20 inches, raking depth 2 inches.

A hand tool assortment includes six each of five True Temper hand tools, plus an all-steel display stand at no extra cost. Handles are shaped and fire hardened to resist weather and wear. All tools retail for the same price.

## New Wallrite Display of Full-Size Designs . . . . .

A new Wallrite display showing all 10 of the new Wallrite patterns in full size and designed to attract the big-season trade for Wallrite Decorated Building Paper, has been announced by Fleming & Sons, Inc., Dallas, Texas. The display brings Wallrite out from behind the counter to the front of the store, where customers can see it and dealers can more easily make sales from the demand which has been created by advertising and promotion of this product, it was announced.

The sturdily-built easel display, 33 inches wide by 42 inches high, will add color and decoration to any store



with its attractive cover printed in color to arouse the home improvement urge in customers, as well as to help stimulate the sale of other home items by its appeal, it was announced.

The front cover is of heavy flexible paper printed in color, showing a living room scene with Tapestry Design Wallrite on the walls. All 10 of the new designs are shown in full size and full color and each design has the name printed on it. The designs are staggered at bottom of the easel, in order to tempt the customer to look at all patterns ("A Design for Every Room in the House," as the slogan across the bottom of the front cover reads).

The first Wallrite design shown on the easel is the new Kitchen design. The other designs in order are: Moon Rose, Radiant Rose, Blossom, Tapestry, Trellis, Red Bow, Blue Lace, Garland Rose and Ceiling.

Dealers may order Wallrite displays from their wholesalers or by writing direct to Fleming & Sons, Inc., Dallas, Texas.

## New Method Offers New Gun Bluing Display Case

New Method Mfg. Co., Bradford, Penn., has announced a new display

case, measuring only 7 x 5 inches, for its gun blue line.

The display case contains one dozen 2-ounce jars. Each package contains all equipment with which to blue: 2-ounce jar of blue, directions, etc. The gun blue offers instant and positive action in bluing and can be applied with little effort, according to the manufacturer.

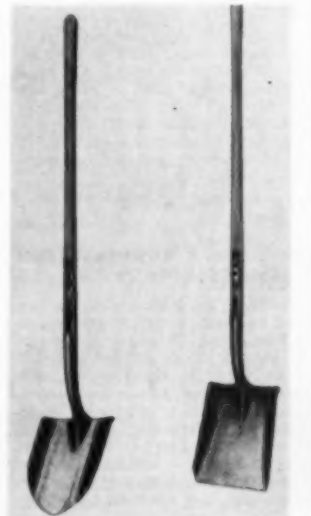
## New Jet-Lite Shovels Announced by Wood

New Jet-Lite shovels, available in both longhandle round point and long handle square point types, are announced by The Wood Shovel and Tool Co. of Piqua, Ohio.

The shovels weigh 3½ pounds each, and blades are of special analysis high carbon steel, heat treated to resist distortion and abrasive wear. Blade construction is closed back style, with steel back bone plate electrically seam-welded into the back of the blade. Rolled shoulders stiffen and strengthen the blade and provide a non-cutting edge as a step for the shoe of the worker.

Handles of the new Jet-Lite shovels are made of seasoned, X-grade, northern white ash and are 50 percent stronger at the point above the socket where 65 percent of handle breaks occur, by means of a new steel I-beam handle reinforcement, it was announced.

The new shovels are made in Jet-Lite, Stuart, or the distributor's own private brand. Further details are available upon request to the manufacturer.



## Show More • Sell More

with **REEVE Shure Sell**  
**GLASS HARDWARE**  
for Bins and Shelves

For highest quality . . . durable . . . economical . . . display equipment for bins, counters, shelves and every other purpose you can depend on REEVE to exactly fill your need.

Order today . . . for prompt delivery . . . on everything from ticket holders to large display units.

## DIVISION HOLDERS

For 3/16" or 1/4" Glass



Quick adjusting division holder. Makes each division unit independent and adjustable to any size desired . . .

Silvertone Finish.

No. L-316 Box of 100  
Shipping wt. 2 lbs. per 100

## CORNERS and SPLICERS

With Flange



Corner Number	Splicer Number	Height	Ship. Wt. Per 100
110-2	112-2	1 1/2"	8 lbs.
110-2 1/2	112-2 1/2	2 1/2"	9 lbs.
110-3	112-3	2 1/2"	9 lbs.
110-4	112-4	3 1/2"	10 lbs.
110-5	112-5	4 1/2"	11 lbs.
110-6	112-6	5 1/2"	12 lbs.
110-8	112-8	7 1/2"	14 lbs.

Chrome finish.  
10 per package.

## BIN TICKET HOLDER

No. 600



This is the standard ticket holder used on counters in the majority of stores. 3/8" x 2 1/8" price ticket is held at correct reading angle.

Silvertone finish.

No. 600 . . . . . Per 100  
Shipping wt. 4 lbs. per 100

## COMPLETE CATALOG FREE ON REQUEST

Send today for illustrated catalog and price list of hundreds of display items that will make sales and build bigger profits for you!



## REEVE COMPANY

"Serving America's Retailers since 1913"  
2214 S. Grand Ave., Los Angeles 7, Calif.

## Cheney Christmas Gift Box



### SILVER KING NAIL HOLDING HAMMER

Order your Silver King Xmas gift boxes — now. A practical most useful holiday gift packed in a bright, cheerful box. Every man will welcome this fine hammer on Christmas. Order now for immediate delivery.

JOHN H. GRAM & CO. Inc., New York, N.Y.  
SANFORD BROTHERS, Chattanooga, Tenn.

ESTD. 1926  
**HENRY CHENEY HAMMER CORP.**  
LITTLE FALLS, N. Y., U. S. A.

### Rubbermaid Shelving in Redesigned Package . .

A redesigned package and a change in package contents is announced by The Wooster Rubber Co., Wooster, Ohio, for its Rubbermaid Shelf Cushion and Rubbermaid Base Cabinet Shelving products.

Formerly packaged in units of three, the new Rubbermaid package holds a single Shelf-Kushion which has been made visible to the prospective customer through a cellophane window. On the back of the package, copy tells the customer that "Shelf Kushions are an entirely new product which offers the modern homemaker the permanent solution to shelf covering needs."

Large color illustrations point up ease of fitting the ribbed rubber strips to kitchen shelves and cleaning them. Eighteen additional home uses of the product are also pictured or described on the back of the package.

Base cabinet shelving also is being shipped by Wooster Rubber in single units in the new style package.



The company manufactures three sizes of the durable, color-fast, washable Shelf-Kushions, all 11 3/4" wide, and in respective lengths of 24, 30 and 36". Respective suggested retail selling prices are \$1, \$1.19 and \$1.35. Base Cabinet Shelving strips, with a suggested selling price of \$2.98, are sized 22 x 36".

All Rubbermaid Shelf-Kushions are offered in decorators' shades of red, blue, green, yellow and marbled black.

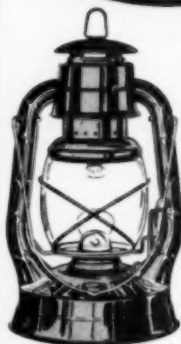
### New Rotary Mowers Added to Homko Line . . . .

Western Tool & Stamping Co. has added two sizes of rotary mowers to its Homko line. The direct drive air-foil shaped blade straightens the grass, then cuts, leaving the lawn smooth and even, it was announced. Each mower is a completely engineered unit, featuring an all-steel chassis, a well-guarded engine protected if the blade strikes rocks, and 16 and 18 inch cutting widths.

Both sizes are powered by a two-

## a BRIGHT BUY for Solid Sales

### DIETZ LANTERNS



Accepted the  
world over

Backed by years  
of uninterrupted  
Advertising  
Promotion

INCREASINGLY  
POPULAR AS A  
FAULTLESS  
STANDBY LIGHT

Order thru Your Jobber

**R. E. DIETZ COMPANY**

EST.

SYRACUSE 1, N. Y.

1840

cycle gas engine; 16-inch, 1 h.p.; 18-inch, 1.2 h.p.

A new 16-inch electric mower also has been added to the Homko line. The new unit is powered by a vertical shaft 3450 RPM 1/3 h.p., 110-volt, 60-cycle, 1-phase, thermal protected, heavy-duty, drip-proof electric motor. Seventy-five feet of cord gives ample cutting radius and cost of operation is only a few cents per hour, the manufacturer announced.

Leaf mulchers are available for all these mowers, both gas and electric as an optional accessory.

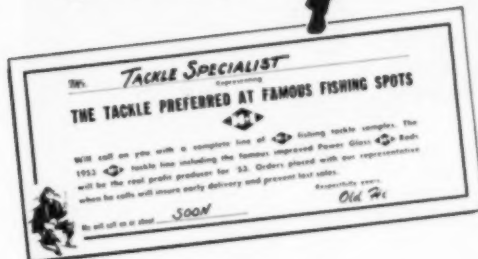
Further information is available from Western Tool & Stamping Co., 2725 Second Ave., Des Moines 13, Iowa.



# Old Hi Says



Watch  
For  
Your  
Tackle  
Specialist



Your H-I salesman—Mr. Tackle Specialist—is coming your way. He'll show you the largest, fastest selling, most profit-packed line of fishing tackle on the market today—the H-I line for 1953. It's not only the finest and largest tackle selection we've ever offered, but, more than 500 numbers have been reduced in price!

Next year will be the biggest tackle selling season in history. Get ready to cash in with H-I—the tackle line that's preferred at both famous fishing and active buying spots! The first step is to see your H-I tackle specialist. Plan to spend plenty of time with him . . . it will be worth your while.

**HORROCKS  
IBBOTSON**  
UTICA, N.Y.

Manufacturers of the Largest Line of Fishing Tackle in the World

# HOLD THAT LINE



We are referring to the  
**FLETCHER LINE** of course



**GLASS  
CUTTERS**

**PUTTY  
KNIVES**

**WALL  
SCRAPERS**

**PUTTY  
SOFTENERS**

**WOOD  
SCRAPERS**

**LINOLEUM  
KNIVES**

**CRACK  
KNIVES**

**CIRCLE  
CUTTERS**

**GLASS  
CUTTING  
MACHINES**

**CHANNEL  
CHISELS**

**GENERAL  
GLAZIER'S  
TOOLS**



FLETCHER Glass Cutters will star in their 50th continuous year in 1953. At home or abroad they are favorites, and have earned an enviable reputation. They are easily identified by their gold tip and long remembered for their excellent performance. They are always available. Write for particulars.

Starting their first season, FLETCHER Putty Knives and Wall Scrapers are prepared to meet all challengers. They have trained long and hard before making their initial appearance and are planning an extensive tour so be sure to see them. Write for prices.



Another old standby constantly increasing in popularity is the FLETCHER team of Wood Scrapers. Gate receipts for their performance are greater each year and the present season has gotten off to an excellent start. If you are not fully acquainted with this FLETCHER team, write for complete information.

**THE FLETCHER-TERRY CO.**  
629 SOUTH STREET • FORESTVILLE, CONN.

## VICTOR BLADES

Popular

right  
down the  
line



...with  
distributors

Because they're sold *only* through recognized distributors . . . Because they're consistently advertised, year after year . . . Because, above all, their established quality makes them easy to sell.



...with retailers

Because they're profitable . . . Because they make satisfied customers . . .



...with consumers

Because they *cut right*,  
*cut fast*, *cut easily*.

Over the years you can't beat the VICTOR Line of Hand and Power Hack Saw Blades, Frames and Metal Cutting Bandsaws for easy first sales, easier repeat sales.

**VICTOR**

SAW WORKS, INC. • Middletown, N.Y., U.S.A.

Makers of Hand and Power Hack Saw Blades, Frames and Metal Cutting Bandsaws

## Sherman Offers New Rose Fittings Display

The new Rocket Package, developed by the H. B. Sherman Manufacturing Co., Battle Creek, Michigan, for displaying lawn sprinklers, nozzles, couplings and accessories, includes a colorful display stand which serves both as a center-piece and background for the many new three-color merchandising cartons developed by the company in the past several months. The simplicity of the stand and new cartons make it possible to arrange the average counter or window display in only 10 minutes.

Another feature of the No. 53 "Rocket Package" is its carefully selected assortment of the best selling items. This enables the dealer to



cover early-season needs by ordering the package, instead of each item individually. Handled as a unit, the "Rocket Package" affords speedier delivery and cleaner merchandise.

Also furnished with the package are a large window poster, newspaper ad-mat proof sheet, and a supply of Sherman booklets, "Lawn Sprinkling is Fun" and "Make Your Lawn the Best on the Street".

The "Rocket Package" size is 20" x 14" x 8" and the shipping weight is 30 pounds. The display stand is available without cost from the manufacturer.

## Southern Screw Issues New List Price Catalog . . . .

A new list price catalogue in color has been published by Southern Screw Co., Statesville, N. C., manufacturer of a complete line of steel and brass wood screws, in slotted and Phillips head styles.

This catalogue adds many new sizes to the company's line so that they now make wood screws from 3/16" long by No. 0 diameter to 6" long by No. 30 diameter.

Also, the catalogue adds many new sizes as standard which were formerly considered as special in the industry. All sizes as listed are standard in

## CROQUET

*Sells*

## THE "OUTDOORS"

Millions are playing America's Family Game—South Bend Croquet!

This wide-spread active sport has built an appreciation of yard appearance, developing a keen interest in outdoor tables, chairs, umbrellas, decorations, accessories. So tie up to South Bend Croquet—use it for your leader in promoting sales of outdoor items.



### SALES REPRESENTATIVES

East—Julius Levenson, 7 East 17th St., N.Y.  
South—Louis Williams & Co., 3rd National Bank Bldg., Nashville, Tenn.  
Midwest—South Bend Toy Mfg. Co., So. Bend, Ind.  
Calif. & S. W.—Anderson Sales Company, 730 W. 10th Place, Los Angeles 15, Calif.  
Denver & Pac. N. W.—Leo Scherrer, 2840 W. 93rd St., Seattle 7, Wash.  
Export—Affiliated Exporters, Inc., 10 East 54th Street, New York City

**SOUTH BEND TOY MFG. CO.**  
SOUTH BEND 23, INDIANA

**SOUTH BEND**  
*Croquet*



DON'T BE MISLED  
BY EXTRAVAGANT CLAIMS!



**SOUTHERN**

**WOOD SCREWS**

(Slotted or Phillips Heads)

## have proven holding power

Thanks to their rugged single-thread construction, Southern screws have far greater strength and holding power than any other type of screw. Actual tests by the Federal Bureau of Standards *prove* that single-thread screws with their full-size shanks have greater holding power. That's why this type is always called for in Federal Specifications.

What's more, Southern screws have sharp gimlet points that bite in and hold—not the dull, misshapen, hard-to-start points that are characteristic of double-thread fasteners. The thin, keen, cut threads and precision milled slots of Southern screws contrast sharply with the crude rolled threads and struck slots of the double-thread screws.

Don't be misled by extravagant claims for rolled thread fasteners. Stick to single-thread, precision perfect Southern screws for satisfied customers and profitable repeat business. Write today for our catalogue.

### FACTORY WAREHOUSES

4100 Dell Avenue  
North Bergen, N. J.

280 Decatur S.E.  
Atlanta, Georgia

321 West Ohio Street  
Chicago 10, Illinois

**SOUTHERN SCREW COMPANY**

110 RICKERT STREET  
STATESVILLE, NORTH CAROLINA

SOUTHERN HARDWARE for NOVEMBER, 1952

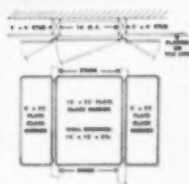


## The NEW "BANNOCKBURN" Model DFW *Ideal* MEDICINE CABINET



### BANNOCKBURN Model DFW

The most attractive bathroom medicine cabinet value ever offered—recess type with stainless steel rims on three plate glass mirrors. Center Mirror: 16" x 22"; Side Mirrors: 8" x 22"; Wall Opening: 14" x 18" x 3 3/4".



## Beautiful-Practical-Fast Selling

### Features of BANNOCKBURN Beauty and Utility

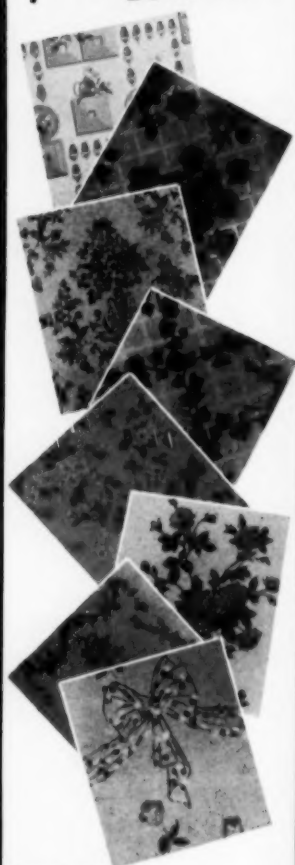
- Three Beautiful, Polished, Plate Glass Mirrors
- Chrome Spring Rod and Ball Door Catch
- High Quality Bullet Type Door Catch
- Heavy Gauge Steel Cabinet, Permanently, Electrically Welded
- Chrome Plated Tooth Brush Holder
- Non-Yellowing White Enamel, Baked On at High Temperatures to a Hard, Lustrous, Easy-to-Clean Finish
- Razor Blade Slot
- Three Full Length Chrome Plated Piano Hinges
- Two Bulb-Edge Glass Shelves

Write Today for a copy of the New Ideal Catalog with illustrations and descriptions of nearly 30 distinctive Ideal Cabinets.

### IDEAL CABINET CORPORATION

Division of Deslauriers Column Metal Co.

7722 JOY ROAD • DETROIT 4, MICHIGAN



**MORE PROFITS . . .  
... MORE CUSTOMERS**

Stock all these Wallrite designs.

Write for **FREE**  
Advertising Material

**Wallrite**

DECORATED  
BUILDING PAPER

**FLEMING & SONS, Inc.**

DALLAS, TEXAS

flat, round and oval head, in both slotted and Phillips head styles.

The first pages of the catalogue give statistics on wood screws, while a centerfold spread shows how wood screws are made, and an air view and other pictures of the plant. The back cover has a life-like full scale size chart of the actual screws, which shows the extensive range of sizes made by this company and which also can be used by the customer in measuring the sizes of screws.

Catalogues are available upon request to the manufacturer.

### New Pliers Added to Mathias Klein Line .

Mathias Klein & Sons, 3200 Belmont Ave., Chicago 18, Ill., has announced new additions to its line of pliers: a lightweight oblique cutting plier without the customary top bevel, and a traverse end cutting plier of a new type.

The oblique cutting plier is designed for cutting small wires or trimming plastic. The entire length of the cutting knives works flush against the cutting surface, permitting a clean, close trim. A narrow head makes it ideal for cutting in confined places, and a replaceable tempered



Above, oblique plier; below, transverse end cutting plier

steel spring keeps the plier in open position for immediate use. It is available without the leaf spring, if desired.

The transverse end cutting plier reaches into confined places for a clean, flush cut. It is designed for precision work where oblique and end cutters are bulky.

The new pliers are hammer forged from high grade tool steel, individually fitted, tempered, adjusted and tested. The oblique plier is available in 5-inch size only, the transverse plier in 6-inch only.

The manufacturer also announces the addition of a new oblique cutting plier which is available in both 5-



**STEP-UP your**

**SALES**

**Stanley  
CARDED  
Hardware**



You don't have to run around counting screws and gathering small hardware when you have this Stanley Carded Hardware in stock. Each of the 55 popular items Stanley has carded is a *complete* sales unit . . . identifies itself . . . has screws attached . . . saves salesman's time, boosts your volume. Order from your wholesaler . . . display it prominently . . . let it sell itself!

The most famous doors in the world swing on Stanley Hinges

The Stanley Works, New Britain, Conn.

**STANLEY**

Reg. U.S. Pat. Off.

**HARDWARE • TOOLS • ELECTRIC TOOLS  
STEEL STRAPPING • STEEL**

Give 'em what they like  
give 'em **D&M**  
Sports Equipment

make your store  
their Christmas  
Shopping Headquarters

for Mom and Dad  
**MacGregor**  
**GOLF BALLS**

(New available through D & M wholesale distributors)



for Brother  
**D&M**

**FOOTBALL SPORTS SET**



for Sister  
**MacGregor**  
"FRANK PARKER"  
**TENNIS RACKETS**

(New available through D & M wholesale distributors)



Go after more Christmas business... feature D&M Sports Equipment. Make it a big holiday season. Stock a complete line of Draper-Maynard Sports Equipment. Order from your wholesale distributor now.

**DRAPER-MAYNARD**  
MADE IN U.S.A.  
**D&M**  
**SPORTS EQUIPMENT**

THE DRAPER-MAYNARD COMPANY, 4861 Spring Grove Ave., Cincinnati 32, Ohio

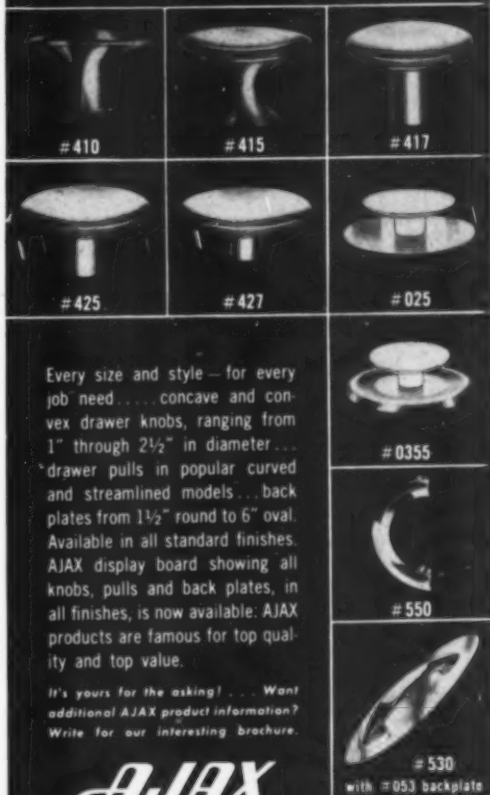
SOUTHERN HARDWARE for NOVEMBER, 1952

now

a complete **AJAX** line



of **DRAWER KNOBS**  
**DRAWER PULLS**  
and **BACK PLATES**



Every size and style — for every job need... concave and convex drawer knobs, ranging from 1" through 2½" in diameter... drawer pulls in popular curved and streamlined models... back plates from 1½" round to 6" oval. Available in all standard finishes. AJAX display board showing all knobs, pulls and back plates, in all finishes, is now available. AJAX products are famous for top quality and top value.

It's yours for the asking!... Want additional AJAX product information? Write for our interesting brochure.

**AJAX**  
HARDWARE OF PRESTIGE

Ajax Hardware Manufacturing Corporation  
4351 Valley Blvd. • Los Angeles 32, Calif.

IT'S EASY TO SELL



AMERICA'S  
FASTEST SELLING  
Most Complete  
Line

PRODUCED BY PIONEERS OF  
THE DIRECT DRIVE MOWER!



K.C. MOW  
16" Electric  
16"

K.C. TRIM-MOW  
16" 2-cycle  
direct drive

K.C. SIDE-KIT  
18"



### GET READY NOW for the BIG DEMAND!

One out of three lawn-mowers sold next year will be a power mower. Don't get left out of this new giant business—line up with the complete K.C. Mow line and sell the best!

Only K.C. Mow Offers  
ALL THESE FEATURES

"Suction Action" for clipping pulverization and even cut.  
• Patented "Sorb-O-Shock" Clutch • Every exposed metal surface painted or plated • Solid, 1-piece blade of alloy spring steel. Forged, heat treated, and sharpened.

WRITE TODAY! for complete information and prices.

## CLASSIFIED

### FACTORY REPRESENTATIVES

Power mowers. '53 models. ROTACUT—MULTICUT—FARMCO. 12 models. Gas-electric. Winter lines: BUZZ-CUT wood-weed-brush saw; FARMCO Sickle bar mower. MULTICUT self-propelled. Sensational leader: ROTACUT ½ hp, high speed Electric. Expansion program. FREE Demonstrator deal. Choice territory. Liberal terms—discounts—commissions. FARM PRODUCTS-HS, Excelsior Springs, Mo.

and 6-inch sizes, with or without leaf spring; and a new chain nose plier, a full inch smaller than the standard Klein chain nose plier, and available in 5-inch size, with or without leaf spring.

Further information is available from the manufacturer upon request.

### Motor Starter Rope Added to Plymouth Line . . . .

A nylon replacement motor starter rope for use on outboards, power lawn mowers, and farm equipment has been introduced by the Plymouth Cordage Co., Plymouth, Mass.

This latest addition to the line of Plymouth products comes complete with a wooden handle and five feet of durable nylon rope. It is believed that the starter rope will fill a void in the retailer's inventory of cordage products and save cutting large coils into short lengths.

One dozen motor starter ropes are packaged in an attractive container that serves both as a shipping box



and counter display unit. The top flap of the container, which carries an advertising message and the price, is folded down to form the top of an inside container during shipment, and this container is protected by being placed within a corrugated box.

Shipments will be in half gross lots, each carton containing six of the display units. The suggested retail selling price on the individual units is 49 cents.

## HOLD-E-ZEE

The Original  
Automatic Grip  
SCREWDRIVERS

Move Faster —  
Satisfy Better!

. . . and here's why:  
Features are outstanding. Promotion is steady and right! Reputation is nation-wide . . . and quality, from hand-ground chrome-vanadium bits to unbreakable, insulating handles is unsurpassed!

ORDER  
THRU  
YOUR  
JOBBER!



POINT-OF-SALE  
Display  
IN 4 COLORS  
ASK YOUR JOBBER

NATIONALLY  
ADVERTISED IN  
• The Saturday Evening Post  
• Collier's  
• Popular Mechanics  
• Popular Science Monthly

UPSON BROS. INC.  
ROCHESTER, N.Y.

**FIRST IN SALES FIRST IN PROFITS**



**FRABILL'S BOB'EM 2-WAY**

JUST PRESS 'N TURN  
The perfect bobber for pole or rod... no frayed lines... lost leaders!

FISH FLOAT FOR CASTING OR STILL FISHING  
YOURS IN FIVE SIZES — From 20¢ to 40¢

**FRABILL MFG. CO.** 938 W. Walnut St.  
Milwaukee 5, Wis.



**TROJAN SAW BLADES**  
ALL TYPES  
Jig, Coping, Jewelers', Fret, Scroll, Hack, Machine

World-famous Trojan Saw Blades. Over 130 different types for every hand and power sawing operation. Unequalled in quality. Teeth are individually filed and precision set. Blades are hardened and oil tempered for a long, sharp life.

**Ackermann - Steffan Div.**  
**PARKER MFG. CO.**  
Worcester, Mass.

Insist on  
**TROJAN** by name

**NATIONAL LOCK**  
no. 129  
cabinet hardware  
assortment

*Smartly Designed*  
Now available  
again of Brass Material!

representative items from no. 129 assortment



N61-048 knob  
N61-200 pull  
N61-336 Friction catch  
N58-2390E Hinge

**with handsome, compact display board... (only 16½ x 12¾")**

A short line that's LONG on sales appeal. Selected from the very finest items in the extensive National Lock line. Steel and Die Cast with attractive Bright Chrome finish. Inexpensive. Easily installed. You can stock this complete yet limited assortment with only a small investment. Handsome display board will clinch many a sale. Immediate delivery. Open stock if you desire.



**profit-building NATIONAL TUTCH LATCH**



A kitchen convenience with instant sales appeal. Neat, easily applied. Holds cabinet doors firmly. Opens by gentle touch of finger, wrist, elbow, or knee. A National Lock profit maker.

**Distinctive Hardware... All From 1 Source**



**NATIONAL LOCK COMPANY**  
Rockford, Illinois  
Merchant Sales Division



# YANKEE HANDYMAN MERCHANDISERS Stop Traffic

You'll really sell No. 233H "Yankee-Handyman" Spiral Ratchet Screw Drivers with this compact, 2-color, counter man on the job. Every inch a salesman . . . carries "how to use it" message . . . sells four Screw Drivers.

## Merchandise is FREE.

Drivers are packed with value! Have a quality appeal that spells "SELL". Transparent magazine handle contains 3 sizes of Drill Points, extra  $\frac{1}{8}$ " Bit for driving screws. A  $\frac{1}{4}$ " Bit in chuck. All quickly interchangeable. It's two tools in one—screw driver and drill! Your jobber has them. Order today. Specify No. 233HM.



## Well Displayed Is Well Sold

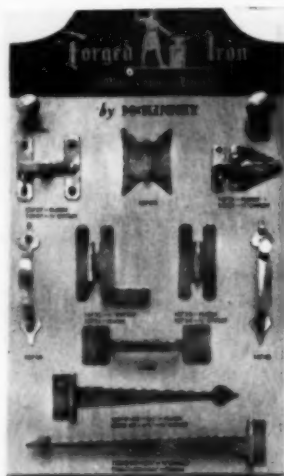


Small in size . . . Mighty in appeal. Sales-making Merchandise contains one dozen No. 2H "Yankee-Handyman" Ratchet Screw Drivers. Drive or draw screws. Ask your jobber for No. 2H.

"YANKEE" TOOLS NOW PART OF  
**STANLEY**  
THE TOOL BOX OF THE WORLD  
NORTH BROS. MFG. CO.  
Philadelphia 33, Pa.

## Olde Copper Finish for Cabinet Hardware . . .

McKinney Forged Iron Cabinet Hardware is now available in a new and attractive finish—Olde Copper Finish—which blends with such natural wood finishes as knotty pine, maple, birch, etc., as well as with painted surfaces. An artistic natural wood display board for dealer counter use has been designed to exhibit the various McKinney Forged Iron



hardware items in this new Olde Copper Finish. Further information is available from the McKinney Manufacturing Co., Pittsburgh, Pa.

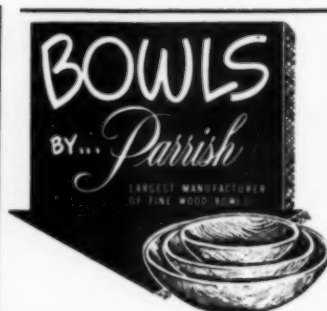
## Open Season Trapping Data Now Available . . .

A summary showing the Open Seasons for Trapping Principal Fur-Bearing Animals during 1952-1953 has been prepared by Animal Trap Co. of America, Lititz, Penn., and is being sent to its steel trap wholesalers.

Listing the seasons by state, the summary sheet is available without charge upon request to Animal Trap Co. of America.

## DriClad Introduces New Utility Parka . . . . .

DriClad Corp., Rockford, Illinois, has added the Utility Parka No. P325 to its line of waterproof sportswear. According to the manufacturer, the new Parka provides body protection against rain, snow, sleet and other inclement weather. It has an attached parka hood, adjustable cuffs and a pouch-pack in which to store the apparel when not in use. Made



## 5 GREAT LINES

Five price levels. They make your selling easier, faster and more profitable.

Select just the kind of bowls at prices your trade will want and buy freely. Knowing about "Old Colonial" and "Caesar Salad" bowls is a must.

New descriptive folder and price list will tell you about all five lines. Write today. Action will bring you a good sales idea.

## J. SHEPHERD PARRISH CO.

205 W. Wacker Drive

Chicago 6, Ill.

of practical waterproof plastics, the Utility Parka comes in such colors as yellow, red and green. It is available in small, medium, large and extra large sizes.

Additional information can be obtained from the DriClad Corporation, Rockford, Illinois.





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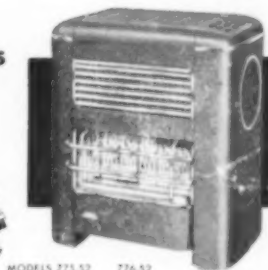
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### Arvey 3-Dimensional Store Displays . . . .

Two new types of point-of-purchase "displayettes" for R-V-Lite dealers have been created by Arvey Corporation, Chicago, Ill., manufacturers of R-V-Lite and Vimlite All-Purpose Window Materials. Called "Pop-Outs" and "Stand-Outs", they

give 3-dimensional realism, utilizing small space. Backed with self-sticking adhesive that adheres to any smooth, hard surface, they are clean and easy to put up, and stay up until purposefully removed.

"Pop-outs" fit narrow horizontal wall spaces or shelf edges. A die-cut tab-and-slot arrangement makes the display literally "pop-out" as the tabs are pulled. The second new displayette "stands out" from any narrow vertical space, forming a two-way traffic stopper with colorful display printed on both sides.

All pieces are printed in full color. Free Displayettes are available from Arvey Corp., 3462 N. Kimball Avenue, Chicago 18, Illinois.

### Cumings Announces New 2-in-1 Landing Net . . .

A new combination aluminum live net and landing net has been announced by Ed Cumings, Inc., Flint

2, Michigan. The new Clamp-on net is designed for use as a live net and a landing net at the same time—one net doing the job of two.

The net has a large 16-inch bow and 42-inch full net capacity. Handle is 8½ inches long. Total weight is 17 ounces, and list price is \$4.50. The net is individually packed and sold through wholesalers.



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FRABILL'S **Fullflote** MINNOW BUCKET

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# Tip-Top Liquid Solder

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## New Synthetic Coating Announced by Monroe

A new corrosion-resistant synthetic coating for wood, masonry and metal surfaces is announced by The Monroe Co., Inc. Known as Pozcote, the coating contains inert synthetic resins and, unlike oil paints and varnishes, it is impervious to water, acids, alkalis, alcohol, syrups, oils and grease.

The company states that Pozcote is tough and long wearing, and stands up as a floor coating under heavy trucking and foot traffic. It can be used indoors or out. Because of its elasticity, it will not crack or peel from temperature changes.

Available in black, aluminum, clear, white and a complete assortment of colors, Pozcote is recommended for floors, walls, woodwork, furniture, machinery and equipment.



It is said to be especially advantageous for use in the presence of chemical fumes, food acids, moisture and high humidity.

Write for information to The Monroe Co., Inc., 10703 Quebec Avenue, Cleveland 6, Ohio.

## Sheridan Develops .22 Practice Pistol

I. R. Kraus, vice-president in charge of Research and Engineering, Sheridan Products, Inc., Racine, Wis., has developed the Sheridan "Knocabout" pistol, a service gun for trappers, farmers and outdoorsmen in general. It is a handy emergency gun



to have in the home, to take on hunting, fishing and camping trips.

The new Sheridan pistol is a single-shot model, chambered for all .22 caliber rim-fire cartridges, including high-speed ammunition.

The Sheridan "Knocabout" has a 5" medium-weight alloy steel barrel; anti-jerk, squeeze-type trigger; a flat, compact and sturdy action. It is equipped with dependable sights for accuracy. The pistol weighs 24 ounces and retails for \$17.95.

## CONVENTION DATES

**Alabama Retail Hardware Association.** annual convention and trade show, to be announced. Secretary, Mrs. Euna G. Ramsey, 1926 Fourth Ave., Birmingham 3, Ala.

**Arkansas Retail Hardware & Implement Association.** annual convention and trade show, Feb. 22-23, 1953. Headquarters, Robinson Auditorium, Lafayette Hotel, Little Rock, Ark. Secretary, J. Wayne Tisdale, 908 Rector Bldg., Little Rock, Arkansas.

**Hardware Association of the Carolinas.** annual convention and trade show, June 9-10. Myrtle Beach, S. C. Secretary, Mrs. Sally C. Masten, 118½ E. Fourth St., Charlotte 2, N. C.

**Florida Retail Hardware Association and Georgia Retail Hardware Association.** annual joint convention and trade show, April 12-14, 1953. Headquarters, George Washington Hotel, Jacksonville, Fla. Secretary, W. W. Howell, Box 183, Waycross, Georgia.

**Kentucky Retail Hardware Association.** annual convention and trade show, Feb. 10-12,

1953. Headquarters, Brown Hotel, Louisville, Ky. Secretary, Dwayne W. Laws, 501 Republic Bldg., Louisville 2, Ky.

**Mississippi Retail Hardware Association and Louisiana Retail Hardware Association.** annual joint convention, May 3-5, 1953. Headquarters, Buena Vista Hotel, Biloxi, Miss. Secretary, David O. Mansfield, Box 1696, Jackson, Mississippi.

**Missouri Retail Hardware Association.** annual convention and trade show, to be announced. Secretary, Harry F. Scherer, 1189 Arcade Bldg., St. Louis, Missouri.

**Oklahoma Hardware & Implement Association.** 50th annual convention and trade show, Feb. 3-5, 1953. Headquarters, Municipal Auditorium, Oklahoma City, Okla. Secretary, F. N. Thomas, 315 Midwest Bldg., Oklahoma City, Oklahoma.

**Tennessee Retail Hardware Association.** annual convention and trade show, Feb. 22-24, 1953. Headquarters, Peabody Hotel, Memphis, Tenn. Secretary, Morris Jones, Box 784, Nashville 2, Tennessee.

**Texas Hardware & Implement Association.** annual convention, Jan. 26-28, 1953. Headquarters, Shamrock Hotel, Houston, Texas. Secretary, Ray M. Souder, 822 Texas Bank Bldg., Dallas, Texas.

**Tri-State Hardware & Implement Association.** annual convention, Feb. 9-10, 1953. Headquarters, Herring Hotel, Amarillo, Texas. Secretary, M. D. Shepherd, Canyon, Texas.

**Virginia Retail Hardware Association.** annual convention and trade show, Mar. 24-26, 1953. Headquarters, Hotel Roanoke, Roanoke, Va. Secretary, George T. Omohundro, Jr., Scottsville, Virginia.

**West Virginia Retail Hardware Association.** annual convention and trade show, Mar. 16-18, 1953. Headquarters, Daniel Boone Hotel, Charleston, West Va. Secretary, James C. Fielding, 1628 McClung St., Charleston, West Virginia.

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# *Southern* **FARM EQUIPMENT**

NOVEMBER, 1952

Section of SOUTHERN HARDWARE

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1840

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*"In Our Second Century Of Progress"*  
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Four link pins (two each side) offset five (5) inches allows raising or lowering of either end fifteen (15) inches.

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- |                              |  |                                  |
|------------------------------|--|----------------------------------|
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**WRITE TODAY FOR PROFITABLE DEALER PLAN**

## Modern Implement Development Co.

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Dallas, Texas

*If We Don't Have What You Need We Will Help You Find It.*



The steady rise in southern cash farm income—to a record high of \$9,508,778,000 in 1951—is due primarily to mechanization and the accompanying improvement in farming concepts and operations. This expanding income is further enlarging the market for all types of farm machinery and equipment

## ***The Southern*** **FARM EQUIPMENT MARKET**

**A**GRICULTURAL progress in the South, a modern miracle resulting from widespread mechanization, soil conservation and diversified farming, promises continuation of the unprecedented prosperity which southern farmers have enjoyed for nearly 12 years.

An area once dependent almost solely upon cotton is producing more cotton than ever before—but on less land—with additional, sizable income coming from the production of livestock and a variety of other crops. The steady rise in southern cash farm income is due primarily to mechanization and the accompanying improvement in farming concepts and operations. In turn, the expanding income of southern farmers is further enlarging the market in the 16 southern and southwestern states for all types of farm machinery and equipment.

Since 1940, cash farm income in these states has moved to an increasingly high level, averaging well above that in the immediate pre-war years. With the exception of 1949, when farm income for the South, as well as for the nation, was slightly under the record year of 1948, the upward trend in southern cash farm income has been an unbroken one.

The trend continued in 1951,

cash farm income reaching a new high level, and in the first six months of 1952 cash receipts from marketings were substantially ahead of the 1951 period. Until various areas in the South were stricken by drought during the spring and summer months of 1952, a new record year was in prospect.

In 1951 cash farm income for southern farmers, including government payments, totaled more than \$9,508,778,000. This was nearly four times the pre-war normal and represented a gain of nearly 14 percent over 1950. For the first six months of 1952, farm income in the South totaled \$3,208,568,000, an increase of seven percent over the six-month period of 1951.

However, the Department of Agriculture has reported that the severity of the drought has re-

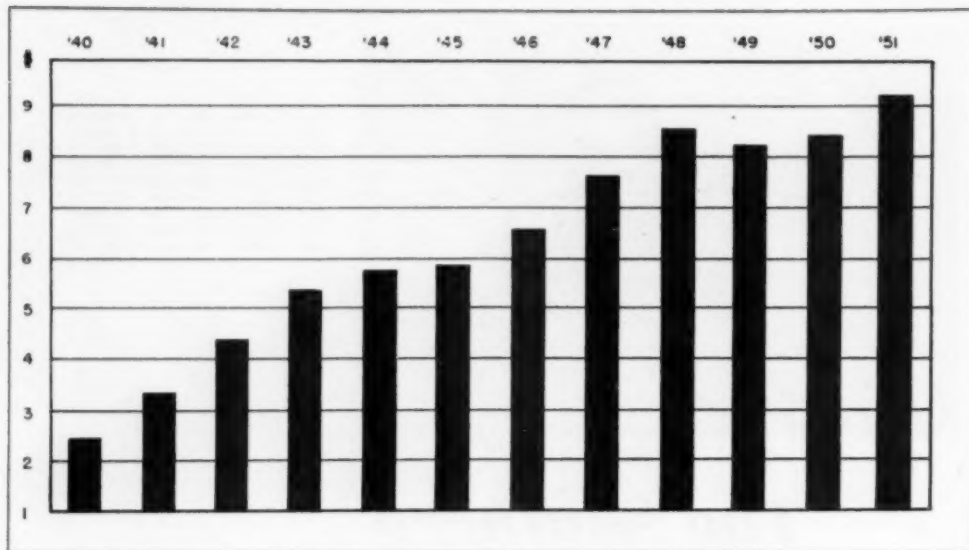
duced crop yields sharply in some sections of the South. Inevitably, this will have an adverse effect on farm income in those sections for the remainder of 1952, and it is likely that cash farm income for the South as a whole will be somewhat less than in 1951.

The drought affected a large southern area reducing particularly, pasture feed for livestock and cutting yield prospects for late growing crops. As early as July 1 hot weather had affected an area centering in southern Missouri and Arkansas. During that month the affected area expanded in all directions, affecting most seriously areas in Tennessee and western Kentucky. Hit most severely by drought were pastures and late hay crops and corn, the reduction of this crop giving rise to a serious

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**Southern agriculture has been revolutionized as the result of widespread mechanization, soil conservation and diversified farming activities. With a further expansion in cash farm income, southern farmers, seeking greater farming efficiency, will present a continuing demand for machinery and equipment**

---



**Rise in South's Cash Farm Income (Billions of Dollars)**

problem in feeding livestock. Potential yields of unharvested types of tobacco were reduced in some areas, while less severely affected were soybeans, peanuts and sweet potatoes. Truck crops and fruits, according to the Bureau of Agricultural Economics, largely had been moved to the market and suffered little damage.

While the drought was a serious blow in some southern areas, total crop prospects for the year continue good despite the unfavorable growing conditions over much of the South. Not all areas were affected, and substantial yields are expected in many crops. In fact, in September there were some indications that crop losses in the South resulting from the drought had been over-estimated. It is significant that in early September disaster loans totaled less than \$600,000, though the Department of Agriculture had made available \$30,000,000 for "relief."

#### **Large Cotton Crop**

In mid-August the BAE forecast a cotton crop of 14,735,000 bales, despite the drought, and because of late rains an even larger crop is probable. The estimated yield would be but three percent less than in 1951, though farmers planted seven percent less acreage. The hot, dry weather actually lim-

ited damage to cotton from boll weevils and other insects, reducing the labor and expense of poisoning to a minimum.

In early September, the average price of cotton advanced to 39.22 cents per pound, as compared with 34.24 cents a pound in the same period a year ago. Meanwhile, the government is committed to support cotton prices (and wheat, corn, tobacco and peanut prices) at 90 percent of parity through 1954.

While the drought will hurt, still the total volume of all crops to be produced in 1952 is estimated to be the third largest on record. Record yields are predicted in winter wheat and rice, and production of cotton, soybeans, tobacco, and sugar cane will be larger than average to partially offset reduced yields in peanuts, sugarbeets, all hay and several other crops.

Production of all tobaccos in 1952, according to the BAE, will amount to 2,040 million pounds, which is less than the 2,328 million pounds produced last year, but is well ahead of the 10-year average.

Gross sales for 1952 on the Georgia-Florida flue-cured tobacco markets were 179,677,839 pounds for \$88,105,672, a new all-time high average of \$49.04 a hundred. The belt-wide price averages was \$2.70 above last season. Though

volume dropped more than 12,000,000 pounds, total value was only about \$800,000 under the record high in 1951.

However, prices being received in June for the Maryland crop were somewhat less than last year, 43.8 cents per pound as against 48.3.

#### **Drought Results**

On the basis of current production and price indications, many farmers in the drought-stricken areas will sustain moderate to sharp reductions in farm income for 1952. But even so, as the Federal Reserve Bank of Richmond points out in its *Monthly Report*, "1952 probably will be remembered in years to come as a year of favorable farm income."

A reduction in crop yields and an accompanying decline in southern farm income, at worst, can be considered as no more than a momentary set-back in the revolution taking place in southern agriculture.

In the decade 1940-1950, the mechanization of agriculture in the southern states was at a rate nearly double that of the nation. From 1945 to 1950, for example, the tractor population in the 16 southern and southwestern states, according to the Bureau of the Census, increased from 493,705 to

\$20,498. With replacement sales supplementing sales to new buyers turning to mechanized farming, the number of tractors on southern farms may well exceed 2 million in another 15 years. Meanwhile, the increase in use of other types of mechanized equipment such as combines, corn pickers, balers and milking machines has been equally impressive.

The extent of rural electrification in the South is but further evidence of the agricultural progress and prosperity in this area. Fifteen years ago no more than four percent of the South's farms were using electricity. Today, more than 2,300,000 farms or approximately nine out of every ten are wired for electrical living—and production.

In this decade of progress no development has been more impressive than the diversification which has come to southern agriculture. The South's small farms are fast disappearing and this consolidation of land units accompanied by better soil management, and increased use of mechanized equipment is resulting in improved production and high-level income. More marginal land has been developed for grassland farming with the result that livestock production has become a major source

## Tractors on Southern Farms

State	1940	1945	1950
Alabama	7,538	17,000	45,982
Arkansas	12,564	28,537	61,042
Florida	7,703	12,912	22,033
Georgia	9,327	24,648	60,991
Kentucky	11,927	24,409	50,193
Louisiana	9,476	17,630	36,059
Maryland	10,335	18,789	29,365
Mississippi	9,476	21,077	52,616
North Carolina	12,766	31,109	73,543
Oklahoma	45,369	70,385	93,804
South Carolina	4,791	12,447	30,329
Tennessee	11,617	24,052	58,803
Texas	98,923	162,391	233,375
Virginia	11,951	22,416	45,356
West Virginia	3,856	8,963	14,085
<b>Total</b>	<b>267,708</b>	<b>493,705</b>	<b>920,498</b>

Source: Bureau of the Census

of income for the southern farmer.

The market for farm equipment, then, will continue to expand, for there has been no lessening in demand for farm products. A record flow of defense spending has been supporting a high level of consumer demand for all goods and services. In mid-year more than 62,800,000 persons were employed, with personal income running at

an annual rate of about \$266,000,-000,000. In view of the high rate of employment and disposable income, any appreciable softening in the demand for farm products is unlikely. And if production is to fulfill domestic and foreign demand, southern farmers will continue to invest in labor-saving machinery.

For one thing, continuing favorable prices of farm machinery in comparison with the farmer's other production costs further stimulate the market for machinery and equipment of all types. While prices received for farm products thus far in 1952 have been slightly under the corresponding period of 1951, marketings have been larger, pushing cash receipts in the first six months of 1952 four percent over the corresponding period a year ago. Despite modest advances during the year of from six to eight percent in the cost of new machinery, the farmer's dollar still buys more machinery than in the years prior to World War II.

While the effects of the drought in some areas will be a temporary set-back for some southern growers, this will be offset partially by the strong financial position occupied by southern farmers since the war years. During 1951, personal savings rose to 9.1 percent of disposable income. While this rate of saving declined slightly during the first half of 1952, cash reserves for the nation have increased substantially with southern farmers sharing prominently in this gain.

(Continued on page 142)

## Farm Income by States

	1940 (thousands)	1945 (thousands)	1951 (thousands)
Delaware	27,903	96,917	212,958
Maryland	77,468	189,061	271,332
Virginia	127,146	344,219	511,185
West Virginia	41,009	96,577	142,175
North Carolina	216,108	638,414	955,328
South Carolina	116,338	352,054	416,789
Georgia	172,561	407,306	627,477
Florida	119,065	390,541	510,779
<b>South Atlantic Region</b>	<b>897,638</b>	<b>2,425,089</b>	<b>3,548,003</b>
Kentucky	162,236	441,007	619,986
Tennessee	142,423	353,451	522,689
Alabama	113,149	286,986	450,593
Mississippi	137,783	343,502	558,069
Arkansas	163,839	321,351	575,801
Louisiana	114,781	271,832	393,032
Oklahoma	214,702	477,066	631,674
Texas	596,856	1,315,437	2,208,791
<b>South Central Region</b>	<b>1,845,769</b>	<b>5,810,712</b>	<b>8,960,775</b>
<b>Total for South</b>	<b>2,543,407</b>	<b>6,235,807</b>	<b>9,508,778</b>

Source: Bureau of Agricultural Economics





# MECHANIZING the

By F. A. Kummer, Head

Department of Agricultural Engineering  
Alabama Polytechnic Institute



**S**UCCESSFUL MECHANICAL farm operations, whether large or small, require considerable outlay on the part of farmers. Capital needed in this shift to mechanization should be available to those who can demonstrate a sound plan of operation and a commensurate level of managerial ability.

Under mechanical operation, a higher level of competence on the part of labor also is required. Farms too small in size for economical operation with poorly integrated farm enterprises present many obstacles to complete mechanization.

At the risk of offending those who still believe in the philosophy of individual enterprise, no matter how small or inefficient, it must be said that there is a limit in the size and combination of farm enterprises below which it would not pay to mechanize for general farming. In areas where small farms are predominant, there has been a gradual shift toward increasing the size of farms. During the past decade there has also been a strong tendency for cotton to shift

In the production of cotton, the great contribution which tractor power and mechanical equipment have made is in the saving of manual labor required, thus making it available for other profitable enterprises. Above and left, mechanical thinning with cotton choppers. Right: one row spindle pickers cut production costs

from low production and hazardous areas to land and areas better adapted to efficient production.

Cotton is still the principal cash crop on many southern farms. There is little question that the crop can be mechanized to a large extent, if not completely, if the land on which it is grown is suitable for mechanization and the size of the operation permits the use of presently available equipment.

The great contribution which tractor power and mechanical equipment have made is in the saving of manual labor required for producing the crop and thus making it available for other profitable enterprises. The substitution of a tractor for animal power in itself does not produce appreciable financial gains as long as the tractor does only the same work formerly accomplished by a team of mules. To obtain the maximum benefits

from mechanical equipment, it must be used to the fullest extent possible. This may often require additional acreage either through enlarged farming enterprises or custom work. The recent U. S. Census clearly indicates that farms in the South are increasing in size while the farm population is diminishing. This is, no doubt, partially a result of the recent tremendous increase in mechanical equipment on Southern farms.

The foremost problem confronting each individual farmer is how far he should go in mechanizing his operations. It is largely the increased production of cotton, grain, and livestock per worker that makes mechanization pay. The first problem, therefore, is for farmers to select the most suitable sizes and types of machines adapted to the area and then adjust the volume of work to them. The mere purchase of a one-row tractor may mechan-

# Southeast's Small Farms

ize the farming operation, but its owner is still in a poor competitive position if his neighbors on the same land and under the same conditions are using two-row equipment and larger tractors successfully.

Here again, recent surveys have shown substantiating evidence that the demand for the small one-row tractor is decreasing in favor of larger tractors and multiple row equipment. Mechanical power has eliminated many laborious and time-consuming manual tasks on the farm. The ever-widening use of combines, cotton and corn pickers, mechanical conveyors, pumps, and milking machines are only a few examples.

Changing the type of task from hand labor and animal power to mechanical power does not necessarily mean more leisure time to the operator. Rather, it permits him to do these jobs more efficiently with better expectations, of profitable returns and offers him an opportunity for further diversification of his farming enterprise. Many examples can be cited where profitable farm enterprises have been added as a result of time that is saved through farm mechanization.

First of all, let us review what has happened to cotton, the principal cash crop of the southeastern farmer. During the past 20 years, the cotton acreage in the Southeast

has been reduced 50 percent. At the same time, however, the average per acre yields have doubled so that we now produce as much cotton as before on one-half of the land.

Since the beginning of World War II farm wages have more than doubled. Further mechanization will continue to increase the need for an economical size unit on which modern power equipment can be

used efficiently. The downward trend in the relative importance of cotton as a major farm enterprise in the Southeast is likely to continue. Row-crop cultivation  
(Continued on page 152)

Development of relatively low-cost one-row spindle pickers, right, and brush-type cotton strippers will lower production costs in South. Below: stripper harvested cotton



The rotary hoe is beneficial in controlling weeds and grass in their early stages of growth. Each operation with this tool may reduce the stand of cotton about 5-7 percent. Therefore thick planting is required to obtain the desired spacing at harvest time. At lay-by time, left, the middles are left 2-3 inches lower than the row, causing defoliated leaves to collect in the middles



Markets are much better in

## THE SOUTH...

America's new cow country

**L**IVESTOCK FARMING is giving the South a New Look—and a New Outlook. Farm incomes are much higher; living standards are improving. And, best of all, a new and better pattern of farming is being developed. Since the South includes one-half of the nation's farm families, these changes mean better markets for all who have products and services to sell.

Last year the average or typical farm in the South sold products worth \$3,337. This was a dollar gain of \$2,620 above the average per farm income of 1940. In percent, it was a gain of 365, as compared with a gain of 343 percent for all farms in the nation.

Naturally, higher incomes brought better living conditions. The U. S. Department of Agriculture measures the level-of-living changes on farms with index num-

**By Paul W. Chapman**  
Associate Dean  
College of Agriculture  
University of Georgia

bers. Between 1945-1950, the South gained 37 points — in terms of index numbers; the North gained 16, the West 18. In other words, according to the Department of Agriculture, the South is gaining at a rate twice as fast as other regions of the nation. In terms of markets, these gains mean increasing sales outlets, — they are based upon (1) electricity in the home, (2) telephones, (3) automobiles owned, and (4) farm earnings realized from cash sales of agricultural commodities.

Livestock gains pace the South's parade of progress.

In 1951, the South's farmers sold

\$2,830 million more livestock and livestock products than in 1940. This was a gain of 381 percent, as compared with a gain of 307 percent for all farms in the United States.

Among the states of the South, Georgia made the greatest gain—618 percent; Florida was 2nd with 532 percent; Arkansas and Alabama held 3rd and 4th places with average gains of about 450 percent. AND EVERY STATE IN THE SOUTH OUTGAINED THE NATIONAL AVERAGE. Four states — Kentucky, Oklahoma, Tennessee and Virginia — now earn more from livestock than from crops.

These gains are permanent, because they are based upon a new and expanding type of land use; namely, pastures, hay, and forage crops.

The South is building pastures

**Southern farmers in 1951 sold \$2,830 million more livestock and livestock products than in 1940. This represented a gain of 381 percent as compared with an increase of 307 percent for all farms in the United States**

at a far more rapid rate than the nation. In the 1951 yearbook, *Agricultural Statistics*, published by the U. S. Department of Agriculture, it is reported, for instance, that the soil conservation districts — meaning virtually all of America's farm land — seeded about 8 million acres of pasture and range in 1950. Of this total, more than 6 million acres, or about  $\frac{3}{4}$  of the total acreage, was located in the South.

The South has 40 million acres that can be used for grazing crops; this is more than all other sections of the nation combined.

#### **South's New Look Is Everywhere**

**GRASS** — nature's forgiveness for the soil-depleting mistakes of 150 years of all-row-crop farming — is giving the South a New Look. Grass and cattle are changing the style of men's hats.

Gone is the old black fedora, which for a century was the cartoonist's trade-mark for the distinguished Southern farmer. It has been replaced by the fawn-colored felt or white straw with the turned-up brim. The trend is toward the characteristic headgear

of the Texas cow country. Cattle made the difference. The new hat is but the reflection of a new and more optimistic frame of mind.

The change is not confined to hats. Farms in the South were once plantations, if large or important to the economy; now many are known as ranches. The rodeo

(Continued on page 162)



**Evidence of the gains being made in livestock production in the South is the fact that more than half the nation's 4-H Club livestock projects are in the southern states**



**Never has the South had so high a percentage of the nation's dairy cows as it does today. Milk sales are now annually \$490 million more in the South than 10 years ago. Sales are going forward \$40 million annually**

**Fitting an entry for a southern sale, Dr. Arthur E. Culison of Georgia's College of Agriculture states that the South can multiply its beef cattle income four times without taking a single cent from other sources of farm income**

# With aggressive effort he increased **SALES AND PROFITS!** *.... despite the Texas drought*

—By—  
**Baron Creager**

**I**N THE FIRST six months of 1952, and in the third year of the Texas drought, a substantial increase in sales volume of farm equipment was shown by the firm of Jacob and Jaeger over the corresponding period in 1951.

This was accomplished without sacrifice of profit, a performance in sharp contrast with that of a great many Texas dealers.

As previously reported in SOUTHERN HARDWARE, by May of this year the drought had brought the Texas implement business almost to its knees. Some of the most resourceful and aggressive branch managers frankly conceded that selling farm equipment under prevailing conditions was extremely difficult. For lack of moisture in the land, dealers in some localities had sharply curtailed, or eliminated almost entirely, their sales efforts.

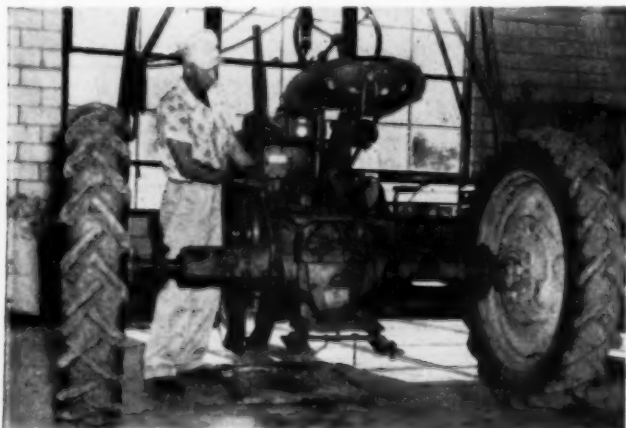
It was the third year in which precipitation had been markedly sub-normal. There was general agreement that the farmer, although largely debt-free and living in unprecedented comfort, was out

of money. At least he was out of spending money, or money available for capital improvements, such as acquisition of new farm equipment.

Under approximately these conditions the firm of Jacob and Jaeger increased sales volume and profit over 1951. In that year their sales were equal to sales for 1950, which was their best year since opening a store in Giddings, Texas, not far from the parent store in Carmine, in 1948. In 1949, second year in Giddings, business was just 100 percent better than in 1948. And in 1950 sales exceeded by 50 percent those of 1949. Meanwhile, impartial observers say that competition, at least in the Giddings



Jaeger sits at his small desk where he administers office details in addition to his outside selling



One of the notable features of the company service shop is its exceptional cleanliness due to habitual use of drip pans. The mechanic is Alvin Nitschke



As the result of his constant contact with prospects in the field Jaeger has noted that an increasing number now come to the store to close sales. Here, Jaeger, right, talks over farming conditions with a customer who has brought his tractor in for repair work



territory, has been reduced to a shadow by the perpetual diligence of E. G. Jaeger.

What makes possible this kind of selling under adverse conditions?

It is doubtful if anyone could draw from the modest Jaeger a direct answer to the question. Jaeger, which is pronounced "Yager," presides over the Giddings establishment while his partner, C. A. Jacob, remains with the Carmine store.

One gets the impression that Jaeger ignores handicaps imposed by nature and goes on selling, that if flood waters descended upon Lee County tomorrow, Jaeger would find, in the situation, some inspiration for selling some type of farm equipment. His philosophy of doing business seems to be wrapped up in nine words, put into three sentences of three words each, when he smiles and says.

"Sometimes too wet. Sometimes too dry. This is Texas."

It was too wet about the middle of July in part of his territory. There were sudden, spotted rains, depositing from five to nine inches. So much rain that it washed out earthen "tanks" and ran off too rapidly to be of benefit in actually

checking the drought.

Jaeger has one self-imposed rule that seems to explain much of his success in selling consistently, through fair weather and foul. He spends three days of each week in the territory. This territory he considers to have a radius of 30 miles, and he rotates himself around the territory so that, eventually, he covers it all and starts over.

There is no other salesman at Giddings. Jaeger is owner, sales manager, sales force. He is office manager and bookkeeper. He personally makes many deliveries and can function as service man, too. Yet he insists on spending three days of each week in the territory,

calling on the local farmers.

"And when you call on a farmer, you have in mind some specific item you will try and sell that farmer?" he was asked.

"Oh, no, not at all," said Jaeger. "I don't deliberately bring up the subject of farm equipment unless the farmer says something that invites me to do so."

"Then what do you do when you call on a farmer?"

"Why, we just visit and I help him with whatever problems he has, and make suggestions. Then when the farmer gets ready to buy, he comes to me. Very, very few of our orders are signed in the field. Most all of our customers come in here when they're ready to buy, and the orders are executed here in the store."

"What kind of problems, what kind of suggestions? On how to farm?"

"Well," said Jaeger, "you know all the various problems that can come up in the lives of the members of any one family. Just all sorts of problems. Not especially agriculture."

"Even family troubles?"

Jaeger smiled. "That," he said, "we try to keep out of." Then he let down the barrier and explained his psychology of selling and why he spends three days a week visiting with farmers, discussing their problems and making suggestions.

"Up until three, maybe four years ago," said Jaeger, "the direct approach in selling farm equipment seemed to be all right. Then it didn't work and I gave it a lot

(Continued on page 154)

**Adverse selling conditions resulting from the prolonged drought in Texas have posed a major problem for many dealers in the affected areas. But despite discouraging conditions, E. G. Jaeger, in the first six months of 1952, had pushed his sales volume well ahead of the corresponding period of last year. One self-imposed rule explains much of his success: He spends three days of each week in the territory. This constant contact with farmers is his key to sales**

## Improved methods of applying insecticides for

# INSECT CONTROL

By O. B. Wooten, Jr.  
Agricultural Engineer

**P**RIOR to 1948 the cotton farmer had only one approach to his insect problems, and that was the use of calcium arsenate dust. Since then organic insecticides, in both dust and liquid forms, have entered the picture and the farmer now has the choice of an early, mid-season, or late control program.

Control of early season pests was made economically possible with liquids when an early maturing crop was desired. Sprays and dusts have proven equally effective when applied under proper conditions at the right time. Sprays are cheaper and more satisfactory for early season application, particularly when sprayers and cultivators are mounted and operated on the same tractor. Sprays can be applied in the middle of the day or in more wind than the dusts. Organic dust poisons should be applied either in late afternoon or early morning to obtain their maximum effectiveness.

Specific instructions covering materials, rates and timeliness of application are furnished by the Experiment Stations and Extension Service in each state. Farm management practices, field size and field shape will determine the most economical method of application for both sprays and dusts. These factors will determine whether hand equipment, tractor mounted rigs or aerial applicators should be used.

For the small operator with limited capital, hand equipment is feasible. In areas where aerial service is not available and the crop never grows too rank, tractor equipment may be desirable

for the entire growing season. In areas where aircraft are available, however, it is usually desirable to plan the insecticide program based on tractor equipment for early and mid-season control and air application for late season poisoning.

Cotton dusting machines have served farmers since 1920. In 1918, some 35,000 acres of cotton were treated with small capacity hand-operated dust guns and crude three-row wheel-traction machines and power machines mounted on wagons and powered with 1½-horsepower gasoline engines (See Farmers Bulletin 1098, January, 1920). Thus, the hand-crank dust gun has been with us for many years and satisfactory control of insects has been possible.

To obtain effective control, it is necessary to blow the dusts

directly into the parts. This is only feasible with a short pipe connecting the gun and nozzle, since hand guns develop only enough power for dusting a single row effectively.

The introduction of organic dust poisons created new problems for tractor-mounted dusters. Many of the new insecticides do not possess dusting qualities equal to calcium arsenate. Alterations or changes in design have therefore been necessary to bring our dusting equipment up to date. Experience in the field with a number of commercial dusters in recent years has revealed a number of weaknesses that warrant improvement. Very few dusters on the market today have sufficient air capacity.

It is also desirable to calibrate the amount of dust applied prior to application. Quite a few dusters



In many sections, especially where aircraft are not available, tractor equipment is desirable for the entire growing season. Above, tractor equipped with wheel fenders for late season dusting or spraying



Left, a low volume directional sprayer being used for insect control. Below, late afternoon application of dust poison. Applied either at this time or in the early morning, organic dust poisons obtain their maximum effectiveness

require that the dust be run through the fan for calibration, which is not only wasteful, but also extremely difficult to do, as the dust soon fogs an area in which the calibrations are being made.

Duster feeds have been found to vary widely in output efficiency. Agitation, which is one of the most important factors in uniform distribution, is sadly lacking in many instances. Despite these drawbacks, however, better control can be obtained with tractor dusters if they are used properly. To get the maximum effectiveness from dust poisons, they should be applied in winds not exceeding three miles per hour.

A field test of a six-row duster equipped with different length tubes revealed a difference of 10% in air distribution between the long and short tubes. For uniform distribution of all the rows covered by a duster, the tubes should be of equal length. The outlet end of the tubes should be placed directly over the row for maximum coverage.

Dust or any light material in a tractor-mounted hopper has a tendency to settle as a result of the jolting action of the machine and, as it settles, it tends to pack in the bottom of the hopper. Distribution can be improved by more frequent filling of the hopper. The hopper should be filled before it gets below one-third full.

Normally, there is an average of only three or four good dusting nights per week, and around 50 to 75 acres should be assigned to a single six-row power duster.

The importance of repairing dusters immediately upon noticing a defect cannot be overempha-

sized. Booms that are bent, burst hose, broken agitators and slipping belts can usually be found on practically all farm dusters. The duster should be thoroughly cleaned after the dusting season and all broken or damaged parts obtained from the dealer and installed. This may mean the difference between having a machine available for the next season.

Many farmers have hesitated to change from dusts to sprays until they were assured of the merits of liquid insecticides. Sprays offer several advantages over dusts. Sprays can be applied effectively during the day, while dusts can be applied only in early morning or late afternoon. Liquids can be metered much more accurately than dusts. Liquids can be used for early season control of thrips and cutworms more economically than dusts. This is possible because small amounts of liquid insecticides can be metered and effectively placed on the small cotton plants with very little wastage.

These advantages are brought out not to show that sprays are superior to dusts, but to point up the wide variety of weapons the farmer now has in his battle against insects.

The spray program had its beginning with thrips control. One hollow cone nozzle was placed directly over each row applying insecticide at the rate of one or two gallons per acre. Nozzle height should be determined by the wind



velocity at the time of spraying. The nozzles should be placed close to the plants at all times, except in periods of calm.

For mid-season control, two nozzles per row are used with one nozzle being placed on each side of the plant at an angle of 45° with the stalk. The last addition would be a third nozzle placed directly over the top of the plant.

Two major causes of failure in obtaining satisfactory control with sprays are as follows:

1. When spray nozzles are incorrectly placed in relation to the plant. The nozzles should be high enough above the top of the plant to allow the liquid to spread out to its full pattern before striking the plant. The nozzles should at no time be low enough to drag through the top of the plant. This results in very poor coverage since the liquid strikes one or two leaves before the spray pattern is obtained and is confined to a very limited area.

2. The application of extremely low rates of insecticides also results in poor control. Metering of tractor mounted sprayers is a product of tractor speed, nozzle tip, orifice size, and pressure. Too

(Continued on page 132)



## As Manufacturers View the Outlook for New Equipment

**T**HOUGH STEEL production is back in full swing following the prolonged strike in that industry, the tonnage lost resulted in reduced output of new farm machinery and equipment and brought on the threat of a serious shortage of equipment to plant and harvest 1953 crops. To give dealers a picture of the current outlook, SOUTHERN FARM EQUIPMENT asked a number of leading manufacturers for their views on the probable availability of new equipment in the months ahead. Their replies — based on conditions as the fourth quarter opened — are given below.

★ ★ ★

IN FORECASTING the production of tractors and farm equipment for the first half of 1953, we must go on the assumption that during the next six months our suppliers will not experience too serious setbacks in recovery following the steel strike and that our plant operations will not be badly interrupted.

If our suppliers can to some extent accelerate the balancing of our material stocks, it is our hope that soon after January 1 we will be well on the way to fairly normal production.

Disruptions of production sustained during the eight to ten weeks that most of our factories were down due to material shortages, are certain to create a shortage of some Spring tools, and to a lesser degree, a shortage of other seasonal tools throughout the year.

Although dealer inventories have been substantially reduced as a

result of the steel strike, they will provide some cushion on certain machines to offset delays in the 1953 production. It is our earnest hope that by carefully scheduling and distributing the machines in our line, we will be able to take reasonable care of the principal requirements of our farmer and dealer trade.—**Bruce Lourie, Vice President, Deere & Company, Moline, Ill.**

★ ★ ★

AT THIS TIME I would say the outlook for farm machinery production for the first half of the 1953 calendar year seems to be very obscure. The allocation and availability of steel is substantially under production requirements, measured in terms of the forecast of farmer needs for 1953 by the Department of Agriculture. At the present time, steel is being channeled to defense industries and on setaside orders for such things as increasing the atomic energy program and various military needs. As far as our own company is concerned, steel allocations will permit production of only about 60% of our sales requirement until possibly April, although the outlook for the balance of the calendar year appears to be more favorable.—**F. N. Langham, Vice President and General Sales Manager, Minneapolis-Moline Co., Minneapolis, Minn.**

★ ★ ★

PRESENT INDICATIONS are that dealers will be able to obtain ap-

proximately the same amount of new equipment they obtained during 1952. However, no one can predict exactly how much steel will be made available to the industry during 1953 or whether it will be made available early enough to meet seasonal requirements. The effects of the steel strike were far-reaching. Only time will tell how seriously it will affect production schedules during early 1953.—**G. D. Andrews, Vice President, Sales, Dearborn Motors Corporation, Birmingham, Mich.**

★ ★ ★

THE STEEL STRIKE, which entailed the loss of some 20,000,000 ongot tons, came at a time when steel supply was just coming into fairly reasonable balance, and it caught most manufacturers of farm machinery at a bad time because we were just running out the last of our 1952 machines for harvest and preparing to start our 1953 program.

However, since the resumption of steel operations, it appears that the situation is not as black as it appeared a couple of months ago. From all that we can learn, it looks as though the effects of the strike which are very critical in this third quarter and will be bad in the fourth, will be largely dissipated by the end of the first quarter, provided we don't get into a long coal strike.

It is our feeling, therefore, that farm equipment should be in reasonable supply in time for planting and harvesting next year, but it

will be difficult to meet some of the early dead lines because of the loss of production this fall. In other words, some production will be later than it should be.—**C. P. Milne, Executive Vice President, The Massey-Harris Co., Racine, Wisconsin.**

★ ★ ★

THE VAST MAJORITY of the equipment manufactured by our company is used by the farmer during the months of March through June. This means we must depend upon the steel required in these implements to be delivered in our plant during the third and fourth quarters of 1952 and the first quarter of 1953.

Our own situation, due to the steel strike, has become very critical. For instance, during the third and fourth quarter, 1951, and the first quarter 1952, the steel we received for our spring 1952 production did not take care of our sales possibilities. Despite this, during the third and fourth quarter, 1952, and the first quarter 1953 (which is the steel we will use in our Spring implements) we can only receive at a maximum 67% of the tonnage received for our 1952 production. Our maximum production of implements for the Spring 1953 season will be 38% less than the Spring of 1952.

We are confident that our situation is not unusual in the industry. In fact, we are of the opinion that we have been able to place as large a percentage of steel with the mills off our NPA allotment as any other manufacturer. With this as a criterion, we say with full confidence that the implement situation for the first six months of 1953 will be in extremely short supply.—**W. D. Tucker, General Manager, John Blue Co., Huntsville, Ala.**

★ ★ ★

SEVERAL OF OUR plants are not operating at the moment because of shortages of various types of steel, and it is somewhat uncertain as to how rapidly the steel industry can "take up the slack" and provide certain "hard to get" items of steel. It seems apparent that it is impossible to shut down the steel industry for practically two months without all users of steel experiencing a vacuum or "blind spot" some months later. Just how serious this will be, is hard to tell.

If there is to be any serious ef-

fect on the supply of new farm equipment, it probably will occur in those territories which normally are early. It is possible that, if the steel industry is able to pick up momentum, the territories farther north whose season is later may not feel the pinch to any great extent. This pre-supposes, of course, that there will be no further interruptions such as a coal strike.—**C. G. Pearse, Vice President, J. I. Case Co., Racine, Wisconsin.**

★ ★ ★

STEEL ITEMS formerly easy to get are still in easy supply, despite the extended steel strike, but steel items formerly difficult to obtain are now almost impossible, especially premium quality high carbon steel bars, plates, strip—the only type of steel we use in our line of tillage tools—sweeps, shovel, teeth, etc. Therefore, until the steel mills resume normal deliveries, production will continue spotty and uncertain with the result that shortages and delays will be experienced by farm equipment dealers well into the first half of next year.—**C. C. Keller, Vice President, The Empire Plow Co., Cleveland, Ohio.**

★ ★ ★

AT THE TIME of the steel strike inventories were rather high which probably explains why immediate shortages did not develop. Some minor shortages have resulted in slow deliveries on some products. It is anticipated that any current slowness of deliveries will soon be eliminated.—**R. W. Lewis, Manager, General Dealer Sales, Fairbanks, Morse & Co., Chicago, Ill.**

★ ★ ★

IN REGARD to the effect of the steel strike on farm equipment, we in the pump industry do not feel that it is going to make a great deal of difference in our production.—**L. H. Taylor, Advertising Manager, The Deming Co., Salem, Ohio.**

★ ★ ★

LAST SUMMER I would have said that the farm equipment picture for the first half of 1953 looked dark indeed. But today I believe that we can view with some, although not considerable, optimism the months to come.

Naturally a prolonged steel

strike such as we have undergone with the subsequent loss of 14 million net tons of steel will not make more plentiful the supply of products using steel. However, it appears that our first estimates of the availability of steel were low.

On the basis of present steel output and on the forecast of future needs by both the armed services and civilian users, certain types of farm equipment are bound to be scarce. It is very possible that neither tillage nor harvesting tools will be available in quantities sufficient to handle the full cycle of farming in 1953.

However, the output is resuming much faster than the Defense Production Administration has anticipated and it seems likely at this time that the military will not noticeably step up its steel consumption. The railroads have done an excellent job of hauling ore from the mines to supplement the work of boats. An additional factor fast becoming apparent is that the pre-strike inventory of steel was higher than the government had officially recognized.

There probably will be some cutbacks and allocations but they possibly may not be as severe as early reports indicated. Naturally in these times the picture can change overnight. The slightest pressure on the delicately balanced international situation will speed up the demands of the military and thus force unanticipated cutbacks in civilian production such as farm machinery.

For the most part, however, the active sales and service minded farm implement dealer should be able to operate profitably the first six months of 1953.—**William M. Werner, General Manager, New Idea Division, Coldwater, Ohio.**

★ ★ ★

IN SPITE OF serious inroads made on the supplies of new farm equipment by the recent steel strike, there should be an ample supply to fill demands during the first half of 1953. Occasional shortage can be expected but the overall picture appears adequate at this time. Because most supplies will be sufficient, farm equipment dealers must begin their sales programs now. Complacency on the part of the dealer now can only lead to a drop in sales later. An aggressive sales program developed on a sound basis at this time will

(Continued on page 152)





# SOUTHERN OUTLOOK FOR

## • a report from southern branch and sales managers

**D**ESPITE early reports of near disaster in some regions of the South that were hard hit by drought, there is evidence that many of the affected areas have made remarkable recoveries. Even so, many southern farmers will operate in the remainder of 1952 and in the early months of 1953 with reduced incomes. This situation added to the fact that farmers already were buying cautiously would indicate that retail dealers may face the sternest test of salesmanship since the close of the war.

For a grass roots report on the current situation, a number of branch managers located throughout the South were asked to comment on local conditions and prospects and the probable market for farm machinery and equipment in the months ahead.

Several replies, based on conditions in early Fall, are given below:

### Tennessee

**P**ROSPECTS FOR farm machinery sales in the Memphis trade area, despite the drought which has adversely affected many farmers, appear bright for 1953. The importance of crop diversification is better understood today than ever before. Cropping practices and methods have been greatly improved, and with the modern equipment available today, farmers are able to successfully combat conditions which only a few years ago almost always resulted in crippling losses. —**H. G. Karcher, Branch Manager, Allis-Chalmers Manufacturing Co., Memphis.**

### Virginia

**I**T IS TRUE that the drought did affect crops in our territory, but not as seriously as in some of the other Southern states. Pastures were hard hit, but now have practically recovered. Hay crops also were damaged. We are going to have a fair tobacco crop. Best estimates are that the corn crop yield has been cut 20 to 25 percent.

Dealers are optimistic and we are counting on a good Fall business. Farmers are becoming more selective in their buying, but they are buying. General business conditions are good.—**H. W. Nichols, General Sales Manager, International Harvester Co., Richmond.**

### Arkansas-Louisiana

**S**O FAR AS Louisiana is concerned, the situation is excellent. We have a good sugar crop, a good rice crop, and except for a few bad spots Louisiana is in good condition and the outlook for the sale of goods is good.

Arkansas was hit hard by drought, but we are making a hay crop now. It looks like a great many of our beans are putting on a crop that will mature, and we are not going to be very far from a normal yield of farm products. We do know that, particularly, in the case of Arkansas the cost of making this crop has been high, and so no doubt we are going to be confronted with the proposition that the farmers will make less net profit than last year.

However, as we see it, conditions, generally, look good.—**J. D. Parks, Manager, John Deere Plow Co., Little Rock.**

### North Carolina-South Carolina

**W**E, AND OTHER manufacturers and distributors of farm machinery are looking to a good fall and spring selling season. We feel that the retail sales for the fall of 1952 and spring of 1953 will at least be on even par with the sales for the same period last year. Drought affected practically all crops throughout North and South Carolina in the months of July and August. In addition to the drought, a tropical storm hit the eastern section of South Carolina and further increased cotton and other crop losses.

Our prospects for the immediate future look favorable.—**J. W. Bodie, International Harvester Co., Charlotte.**

### Texas

**W**ITH NORMAL conditions in the territory served by this branch, we generally have a very good volume. However, when you have a drought for two years, it is rather difficult to even guess when it is going to end.

We have a varied territory—it's dry land farming and irrigated farming. Irrigation in this territory is on the increase, but if we can just get average conditions, we can look forward to good prospects  
(Continued on page 164)

# POWER FARMING EXPANSION

## ● experiment station, college officials, give their views

**O**FFICIALS of Southern agricultural experiment stations and agricultural colleges look for a continuation of the parade of progress in southern agriculture and with it a further expansion of the market for farm machinery and equipment.

Following are the replies of a number of officials who were asked to comment on the outlook in their respective states:

### North Carolina

THE FUTURE FARM equipment market for the South looks very good, particularly for those new machines that have been developed and are being developed for southern conditions. In the past the southern farmer has been forced to use equipment that has been designed and developed for conditions in the midwest. That situation is rapidly changing as research of public agencies and commercial companies yield adapted machines and methods. I cite two examples of equipment items that have come out of this station.

(1) Clip Oil for controlling tobacco suckers. This device along with the use of mineral oil will save the farmer some twenty hours of man hours of labor each year. It is scheduled to be on the market next spring in quantity sufficiently great to take care of the farmer demand.

(2) A new type of rake called a Finger Wheel Rake is now on the market. It has flexibility so as to fit it to the uneven terrain which we have in the Piedmont and

Mountain sections in the Southeast. In addition this piece of equipment will cause fewer leaves to be lost in the raking operation.

The introduction of new equipment to save labor is just beginning in the South. . . . We are only about 50% mechanized which means that there are a lot of tools and equipment to be sold in the future if we are to approach full mechanization. — **G. W. Giles, Head, Department of Agriculture Engineering, North Carolina State College of Agriculture and Engineering.**

### Georgia

ON THE BASIS of recent trends in this state, it appears that there will be a considerable increase in the next decade of tractors on farms. For example, we have now about 60,000 tractors on farms in Georgia. It is the opinion of some of the personnel here that the potential increase for the next ten years will be in the neighborhood of 150,000 tractors. This potential tractor market, plus the auxiliary equipment that will of necessity be associated, should be an index of the prospects and the probable market for farm equipment in Georgia during the next ten years.

Our farms are increasing in size and along with the increase in size of farms there has, of necessity, been accompanying increases in the use of mechanized equipment. It is our opinion that much progress will be made in the future in regard to the more complete mechanization of farm operations. — **C. C. Murray, Dean and Director,**

**College of Agriculture, University of Georgia.**

### Mississippi

THE OUTLOOK for farm equipment sales in Mississippi in the immediate future is not good. We have experienced a very severe drought this past season and feed crops are very short. Also, the cotton crop is very spotted and as a whole is far below average. This crop shortage together with declining prices of agricultural products has restricted farm equipment sales.

I think that we have sufficient equipment on Mississippi farms so that there will not be any reduction in crop acreage through lack of equipment. Most farm machines are available from dealers stock, and possibly dealers would have more implements on hand if it had not been for the recent steel strike. There is still a good potential demand for farm equipment in Mississippi which should open up another year with good crop prospects. — **W. C. Howell, Head, Agricultural Engineering Department, School of Agriculture and Experiment Station, Mississippi State College.**

### Florida

EVERYTHING POINTS toward increased machinery demands for the production and harvesting of Florida's crops. Labor costs are largely responsible for increased demands for our produce; stimulation by good prices would also

(Continued on page 148)



Vieth Brothers company is a family affair, and if there were titles, which there are not, Elmer, left, would be identified as mechanical superintendent, Herbert, center, general manager, Aurelia, who actually has the title of parts manager and secretary, and E. L., standing, who could command the title of assistant general manager. Not shown are Alvin, a salesman, and Milt, who operates the thousand acres the Vieths have under cultivation

**F**ROM THE time they first acquired a Massey-Harris franchise in 1937, the Vieth Brothers of Kingfisher, Okla., have conducted a profitable or break-even operation in trade-ins.

The Vieths seek to make some money — and generally do — on every deal. They have never considered the possibility of losing money on trade-ins. They view with some distaste, even the idea of doing their trading on a basis that will bring them out at the break-even point. Their idea is that if a dealer trades cheap and sells cheap, it takes too many deals to just break even.

Late last summer, in August to be exact, the Vieths held an estimated \$80,000 worth of used equipment. This permitted multiple display in all types of equipment. The Vieth theory is that their business

in at least one respect is like, for example, the hardware business. The hardware merchant would not move much merchandise if he displayed only two hammers, two saws, two chisels and one spirit level.

Regardless of that \$80,000 inventory, if the Vieths find on the lot of some dealer, used equipment priced too low, they will buy that used equipment and add it to the inventory. They expect to sell at least two used machines for every new sale, yet they don't rely on individuals for all used equipment sales. Ten percent of used equipment accumulated is sold to deal-

ers in other states as far away as Tennessee and Arkansas, North Dakota and Minnesota. The Vieths watch distant markets and transport what will sell at other points in their own trucks or semi-trailers, always with a profit in prospect.

Their total volume in dollars and cents and in units is a business secret. However, an idea of the size of this operation can be gained from the unit sales in one category. In the last previous harvest-to-harvest period, Vieth Brothers sold 60 new combines, 100 used.

Theirs is a wheat country. Kingfisher is a community of tremend-

## ELIMINATING



This lot to the rear of the dealership serves as a parking space for used equipment.

From the imposing parts department, right, Vieth Brothers handles the biggest parts business in the district. The company maintains a \$45,000 parts inventory, dealer cost. Herbert Vieth contending that a complete parts stock helps sell new and used equipment. During harvest season, the department is open seven days a week, 18 hours a day



By Baron Creager

## TRADE-IN LOSSES

ous sales in farm equipment. All major factories are represented and most of the dealers are doing well as this year's wheat crop was bumper type.

For geographical and other reasons the operation of Vieth Brothers cannot be fairly compared with many relatively small dealerships throughout the South and Southwest. Yet the thinking behind this operation might be applied in some degree by other dealers toward elimination of trade-in losses.

As an illustration, after the harvest last summer, Herbert Vieth took advantage of a somewhat unusual sales opportunity.

From 41 farmer-customers he took a slightly-used 1952 combine in trade. These 41 used combines he resold in Kansas and elsewhere in the general region where, it happened, there was a shortage of combines.

In commenting on these transactions, in which he solicited trading, Herbert Vieth pointed out that such an opportunity is not a seasonal occurrence.

"You can't do that every year," he added. "It just happened that the combination of circumstances was right this year.

"The way I worked the deals, I charged these farmers at the rate of a dollar per acre for the wheat they harvested with their '52 combines. If a farmer harvested 500 acres, I charged him \$500 for use of the combine. I didn't trade on

anything less than 350 acres or \$350.

"Of course, I didn't take in any slightly-used combine unless the farmer placed an order with me for a new combine to be delivered next year. However, it is a good

deal for those farmers. They used new model combines for the harvest, next year they will again have new models.

"It was a good deal for Vieth Brothers, too. We did all right with the slightly-used combines we resold. Then, too, we have the free use of the money on deposit for combines for 1953 delivery.

"Strangely enough, one farmer insisted on paying the full price in-  
(Continued on page 166)

### The Vieths Recommend

1. Develop the viewpoint of the automobile dealer, who considers used cars as much a part of his business as new cars.
2. Prepare to handle at least two used machines for every new sale.
3. Look for profit possibilities in used equipment instead of assuming that a loss is inevitable.
4. Get all a used machine is worth, not merely the allowance for the sake of a quick turnover.
5. A farmer in the market for a used tractor likes to look at 10 or 15, not just one or two.
6. You don't have to trade on every deal offered. Have the courage to say no.
7. Finance your own paper if possible. Used equipment transactions usually stand you behind the deal anyhow.
8. Carry a big parts stock. Parts customers often decide to buy equipment where any and every needed part is available.
9. Cultivate distant dealers where some used equipment may be sold, or even bought. Don't rely on individuals entirely for sales.
10. Reconditioning isn't always necessary. New tires alone can sometimes make a vast difference in performance of a tractor.
11. You don't dare be conservative in the implement game.

Morning sales meetings are a daily affair for salesmen of the Joe Martin Co. Here outside salesmen gather for the daily conference. Left to right: Frank Martin, Charles W. Tubbs, Clay Groves, company manager, and Sidney Butts. At this daily meeting — held before the salesmen take to the field, the outside men discuss with Groves their contacts of the previous day and map out strategy for the current day's work. Planned selling enables firm to maintain high volume



## OUTSIDE SALESMEN

### *CAN pay their way*

By Ross Holman



ANY DOUBTS that outside salesmen pay their way may be partially dispelled by the sales record of the Joe Martin Co., farm equipment dealers in Dover, Tennessee. As a result of systematic outside selling, sales of new and used farm equipment and repair service as well have been maintained on a high level by these dealers. In fact, in contests sponsored by the manufacturer in recent years, the company consistently has led other dealers in the factory district in sales of equipment and appliances.

The effectiveness of this company's outside sales staff is directly due to the coordination of effort and supervision by Clay Groves, who heads up the company's operations. This supervision is planned; it is systematic; and it is consistent.

Every morning — Monday through Friday — shortly before his outside salesmen take to the field to contact prospects, Groves

holds a sales meeting. Ordinarily, Groves has three outside salesmen in attendance, but for the time being Uncle Sam has a prior claim on the services of one, and Groves is counting the days until his salesman is back on the job. The concern of Groves over the loss of an outside salesman is readily understandable. With the sales staff at full strength, the company, an International dealership, topped the district in the manufacturer's 1952 contest with the sale of 51 tractors in four months. In sales of appliances the company placed second, having led the district in sales of refrigerators and home freezers in the 1950 and 1951 contests.

The morning sales meeting is one of the primary reasons why these outside salesmen have distributed so much mechanical horsepower throughout the trade area. At this daily meeting, Salesmen Sidney Butts and Frank Martin discuss with Groves in detail their contacts of the previous day and map out strategy for the current day's work. They go over the prospect list, their calls of the previous day,

and using these as a basis for discussion, decide on sales routes and calls for the current day.

"Sometimes," Groves said, "one of the salesmen, in swapping experiences of the day before, may reveal that the closing of a tractor sale is being held up because the farmer involved has an old-model automobile he insists on using as a trade-in. As often happens in such instances, one of the other salesmen or myself may have a prospect who is looking for a 'knockabout' car that fits the description. If so, we can close the deal. At times these discussions make it clear that a prospect who has been approached by one salesman could be sold more easily by one of the other salesmen. Such things are worked out in these daily sales meetings, the detailed discussions having been an invaluable aid in building our sales volume."

Because of the close contact which these salesmen have with farmers, sales, which might normally be lost, are developed. In one instance, a salesman found a farm-



er who wanted to buy a new tractor, provided he could rent a certain farm in his neighborhood. He had been unable to rent the farm because the owner insisted upon cash rather than an arrangement to share in the proceeds from the crop. The farmer was unable to pay the rent in cash and buy a new tractor also, and further, did not need the tractor if he could not rent the farm.

Groves never allows a sale to be lost if he can work out a reasonable arrangement to help his prospective buyer buy. He did some quick phoning and estimating and learned that the profit on the tractor sales would amount to more than that required to rent the farm. Consequently, Groves rented the farm himself, subleasing it to the prospect with an agreement to share in the profits from the crop. The farmer, with the added land available for his use, immediately bought the new tractor.

"I saw that I couldn't lose on this deal," Groves explained. "In spite of the drought, I will get enough out of my part of the crop to actually exceed the profit on the tractor. And if this had been a good crop year, I might easily have received \$1,000 above the profit on the tractor sale."

But Groves feels that outside salesmen need a special incentive, and he gives much credit to the company's salary and bonus plan for the successful sales record. In addition to a monthly salary, each employee receives, at the end of the year, a bonus based on the profits earned by the company during the year.

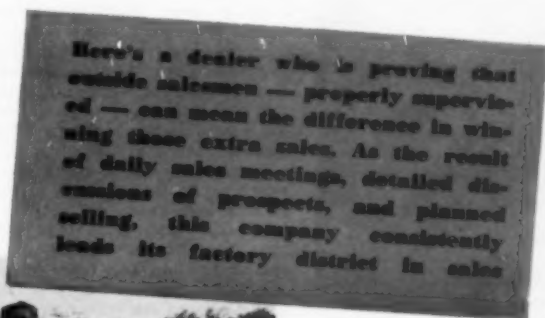
As Groves pointed out this gives every employee the incentive to help the company build the largest possible yearly profit. Every mechanic while out on a service call keeps his eyes peeled and his ears open for every possible lead that might result in a sale. Every employee, then, is on the alert for sales possibilities.

Under this incentive system, none of the salesmen has a closed territory. Since no commission loss is involved, there has never been any friction between them when one salesman closes a sale with another's prospect. In fact, salesmen frequently turn a prospect over to another in instances where that salesman might be in a better position to close the sale. All sales-



Following his day's selling in the territory, Salesman Sidney Butts reports his results to Manager Groves, left.

men know that the larger the volume the larger the bonus, regardless of who makes the sale.



Further, the incentive system helps to solve another problem. Groves allows his salesmen to make their own appraisals of trade-ins. The salesman has no temptation to over-value a trade-in in order to make a sale and collect his commission. He is aware  
(Continued on page 146)

To assure customer satisfaction, Butts, right, carefully explains the operation of a tractor which has just been delivered to this customer. Thorough instructions reduce complaints, help to build that important repeat business.

New techniques for controlling insects are constantly being tested and improved. Right, the operator of this tractor is cultivating cotton and spraying for insect control simultaneously.

—By—

Ross E. Hutchins



## *Cotton insect control with the* **New Organic Insecticides**



Above, the cotton bollworm, a new public enemy of cotton. Below an old enemy, the boll weevil still plagues cotton



**T**HE CONTROL of cotton insects has greatly changed in the last few years through the advent of entirely new type insecticides which are much more effective than the old types such as calcium arsenate. These new insecticides are extremely effective, they are also extremely poisonous and their use has brought about new problems and new hazards.

The technique of using these new insecticides is still in a state of flux and we do not yet know where the end will be. It is probable that there will be many changes within the next several years. New types of this same family of poisons are even now being developed and will probably be placed on the market in the next year or so. For example, there is a new type of insecticide even now being tested called "269". Developing these new insecticides has cost private industry tremendous sums of money. To develop a new insecticide and place it upon the market requires endless testing by experiment stations, private testing organizations, and the Federal government, and this runs into big money.

For example, some insecticides may cost a million dollars before they are placed upon the market. In one case a company spent nearly this amount and then the insecticide had to be withdrawn from

sale. It is generally conceded that to make an insecticide pay it must have a life expectancy, that is have a useful sale period, of at least five years. From this it can be seen that industry takes a big risk in placing an insecticide upon the market. All of these insecticides must be tested and retested so that by the time they are approved for use by farmers there is no doubt about their effectiveness and their safety in use.

All of these insecticides belong to the same family, with a few exceptions. They are almost all chlorinated hydrocarbons. There are some exceptions to this rule; for example parathion, TEPP and some others are compounds of phosphorous. Most of the other insecticides such as DDT, chlordane, dieldrin, aldrin and benzene hexachloride belong to the chlorinated hydrocarbon family.

### **DDT Came First**

Of course DDT was the first of these insecticides to be developed and the success which it achieved gave great impetus to the development of the others. DDT was developed many years ago but it was during the war years that its effectiveness as an insecticide was discovered.

The ideal insecticide, of course, would be one that was poisonous to all harmful insects but nonpoison-

*A report to you about men and machines  
that help maintain International Harvester leadership*



"We like to help young farmers get started," says Chris Neilson, left. "Young men, like Tony Vassello here, on the Farmall Super C I sold his family a year ago, are our future customers."

## here's how Chris Neilson's "HUMAN RELATIONS" build community and customer good will

Long before business management experts "discovered" the science of human relations in business, Chris Neilson of C. M. Neilson and Son, IH dealership at Geneva, N. Y., had the answers. He's been putting his human relations philosophy into practice for 26 years, ever since he started his dealership in 1926.

Here's how Chris Neilson's application of human relations in business has made this dealership successful:

- He practices the Golden Rule as a sound, sensible standard in all his contacts with people.
- He likes people; he knows hundreds of people *intimately*—their families, their backgrounds, their everyday problems.
- He knows rural marketing inside out, its ups and downs, its trends. He knows how farmers think, feel, react and buy.
- His employee team has a "sense of belonging"—a sense

of loyalty to Neilson's. The end result is job satisfaction, as demonstrated by the 143 years of service of eight men in the organization. This job satisfaction builds valuable good will among customers.

- He has a keen sense of responsibility to customers and the community. That's why he built a modern base of operations at the edge of town, to serve customers better, more efficiently. That's why Neilson's sponsors 4-H and FFA training programs on tractor and equipment maintenance. That's why they offer their facilities so freely to the GI farm training program of the Extension Service at nearby Cornell University.

C. M. Neilson and Son, like IH dealers everywhere, are the final, important link between International Harvester and the customer. They regard their role as an *obligation*, a leadership responsibility they are glad to accept and carry out, as a service to customers, the community, and the retail farm equipment business.



## INTERNATIONAL HARVESTER

International Harvester products pay for themselves in use—McCormick Farm Equipment and Farmall Tractors . . . Motor Trucks . . . Crawler Tractors and Power Units . . . Refrigerators and Freezers—General Office, Chicago 1, Illinois

Dilution table for cotton spray emulsion using 1 gallon per acre nozzle

Insecticide	Lbs. poison per gallon	Water per gallon of Concentrate	Poison per acre 3 nozzles	Acres covered with nozzles per row		
				1	2	3
Aldrin	2.0	23	0.25	24	12	8
Dieldrin	1.5	29	0.15	30	15	10
Gamma BHC	1.2	8	0.4	9	4.5	3
	1.8	11	0.4	12	6	4
Heptachlor	2	23	0.25	24	12	8
Toxaphene	6.0	6.2	2.5	7.2	3.6	2.4
	8.0	8.6	2.5	9.6	4.8	3.2
DDT	3	11	0.5	12	6	4
	3	17	0.5	18	9	6
Tetrathyl Pyrophosphate (TEPP)	2.0	59	.1	60	30	20
	4.0	119	.1	120	60	40

In making dilution, pre-mix spray concentrate with equal amount of water before adding to tank. Pour in tank and add correct amount of clear water. Dilutions are based on applying 1 gallon of diluted material per acre with each nozzle. The size of nozzle tips should be selected to correspond with different speeds of tractor. For tractor speed of 2 to 3 miles per hour use No. 1 tip; 3 to 4 miles per hour use No. 1, 5 tip; 4 to 6 miles per hour use No. 2 tip; 6 to 8 miles per hour use No. 3 tip.

ous to warm blooded animals and to beneficial insects. This is the ideal but unfortunately there is no such poison known. It must be realized that basically insects and warm blooded animals are all very similar. Their body functions operate in the same way basically, and anything which will kill an insect will also be poisonous to a human being or other warm blooded animals, such as a cow or a pig, or even a bird. The best that we can hope for is to find some poison which will be fairly poisonous to insects and only moderately poisonous to warm blooded animals. Very few of the insecticides at the present fit into this category. Probably, the most poisonous of the modern insecticides is parathion, which is extremely toxic, and which affects the nervous system of human beings. This material must be used with extreme care.

It might be of interest to note that nicotine which has been used for a long while as an insecticide is almost as toxic as parathion and when it is used for dusting crops it must be used with great care because it is a deadly poison. It is of interest also to note that DDT is only about 1/20 as poisonous as nicotine. Chlordane is also a highly poisonous material. Some of the other materials such as aldrin and dieldrin are very poisonous and they should also be used with great care.

One of the new insecticides which does not appear to be very toxic to human beings is methoxychlor. Benzene hexachloride comes

under the classification of a moderately poisonous insecticide. The old type pyrethrum spray which contains pyrethrins is moderately poisonous to human beings but it has been freely used for several hundreds of years, as a matter of fact its use goes back possibly to the middle ages. It used to be known as Persian insect powder and it has been used for a great while. This powder is made by grinding up the flower heads of certain daisies.

#### Insect Immunity

One of the interesting facts about the new chlorinated hydrocarbon insecticides is that many insects seem to have been able to develop an immunity to them which is not true of the other types of insecticides in most cases. Fortunately, insects do not appear to develop any sort of immunity to pyrethrum, neither do they seem to develop any immunity to parathion, or as far as known to the arsenicals.

When DDT was first used it was so poisonous to flies that when a wall was given a coating of DDT it would kill any fly which came in contact with it for several months. At present, most flies in the United States have developed such an immunity that DDT gives only moderate control and in many instances we must go back to the old type pyrethrum spray which has been used for several hundred years.

There are many problems which

arise with the use of the new organic insecticides. One of these which has appeared in the summer season of 1952, during the extremely hot weather, was the fact that in many instances insecticides did not seem to give control of cotton insects. We ran many analyses of poison which was reported to be giving poor control thinking that perhaps it was defective. In all cases investigated the insecticide was not at fault and it is probable that the application of the insecticide during the extremely hot weather caused the insecticide to volatilize and left practically no poison on the cotton plant to control the insects.

Another problem which has arisen is the fact that these new insecticides appear to have changed the predaceous insect picture considerably. A few years ago the cotton bollworm, for example, was rarely a problem, but with the advent of the new insecticides and also perhaps by changing agricultural practices, the predaceous insects and parasites which prey upon insects have been destroyed allowing pest species to build up. This has been particularly noticeable in the case of the cotton bollworm. The bollworms are now almost the number one cotton insect enemy. They will probably continue for the present to be an important cotton insect enemy. If poisons are applied when the worms are small they can be controlled but by the time the worms are an inch or an inch and a quarter long they are almost impossible to kill and increased dosages of insecticides must be used.

Farmers should watch their fields for the presence of bollworm eggs and young larvae. The eggs appear as tiny pearl-like objects upon the leaves of the terminal buds and just before hatching these eggs turn to a slate color. The young worms feed upon the small growing buds for a time and when they become larger they burrow into the bolls where they destroy the developing cotton within. It is generally recommended that poisoning should be started when 10 or 15 eggs, or 3 or 4 small worms per 100 terminal buds are found.

During the summer of 1951, the spider mite became a serious pest of cotton over much of the cotton growing belt and it was necessary to apply various miticides for their control. Parathion, aramite and

(Continued on page 155)

# Country Twilights Haven't Changed...

*The tired old sun still drops behind the landscape with his same defiant flourish. The shadows stretch, the valleys yawn, and the low clouds blush "goodnight," the same as always.*

*Still, there have been changes since the old days.*

*As the shades of evening lower, the farmer faces homeward with a lighter heart. The tasks he set for himself this day are done—and probably more. The approach of darkness brings with it a sense of fulfillment, and the promise of pleasant hours at home.*

*For today, power farming enables the farmer to enjoy home life at its highest standard. The benefits of radio, television, and many other modern appliances and conveniences have become commonplace in the rural home.*

*This is the modern miracle in which John Deere is proud to have participated so prominently.*



Since 1837

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SOUTHERN FARM EQUIPMENT Section for NOVEMBER, 1952





## ***Using Combines in*** **Saving Seed for Saving Soil**

**W**ITH 75,000 SOUTHERN farmers joining the soil conservation districts movement every year, new field and pasture crops are spreading across the land at an ever-increasing rate.

Many of these farmers have had no previous experience in growing and saving seed of these soil-conserving crops. They don't know when and how to harvest them. They look to Soil Conservation Service technicians, who give them technical aid in planning and applying their new farming programs, to help them also in their seed-harvesting problems.

Here is an opportunity for farm equipment dealers to team up with SCS technicians and soil conservation district supervisors to get more conservation on the land. It's an opportunity to promote the nationwide farm equipment dealer-soil conservation district program which is getting up steam for the big push ahead.

This new movement on the land is doing more than saving soil and promoting grassland farming. It is determining the size, type, and volume of equipment that can be sold in every trade territory. Tractors and associated equipment sold by dealers constitute the principal

facility for getting soil conservation practices applied. Farm equipment dealers contact more farmers in the course of a year than any other commercial group. They can influence the use of equipment either for or against properly applied soil conservation practices.

Helping the farmer with his seed-harvesting problems is just one phase of the dealer-district program, but it is a very important phase. For the saving of grass and legume seed, in addition to promoting soil conservation, also means additional income for the conservation farmer in this transition period. This, in turn, means that he is better able to buy the equipment he needs to carry out a sound soil and water conservation program.

Equipment commonly used in saving seed consists of mowers, rakes, binders, and combines. Of these, the combine is the most popular. As the name implies, it combines several operations that were formerly done by separate ma-

chines. It was originally designed primarily for threshing small grain.

In adapting the combine to grass and legume seed harvesting, it is essential to know, first, when the crop is in harvest condition. Moisture, temperature, fertility, thickness of stand, and nature of the plant in producing seed all enter into the problem of determining when to harvest. The seed-maturing characteristics of many grasses and legumes are variable. They seldom ripen uniformly. Some shatter their seed badly, and the period for harvest is short. This is especially true of fescue grass and of tall fescue to some extent. The maturing behavior of these plants will vary from year to year, according to the weather and rate of growth. Yet a study of conditions will pay off in both quality and quantity of seed saved.

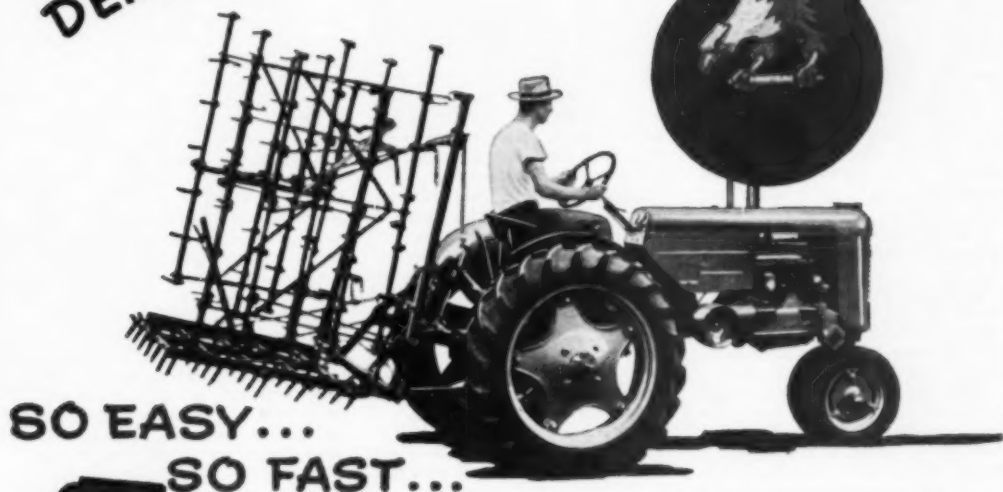
The second essential in adapting the combine to grass and legume seed harvesting is a general knowl-

**By J. T. McAllister**  
Soil Conservation Service

No. 2 in a series

# FOLD UP AND GO. EAGLE HITCH

SPECTACULAR TO  
DEMONSTRATE



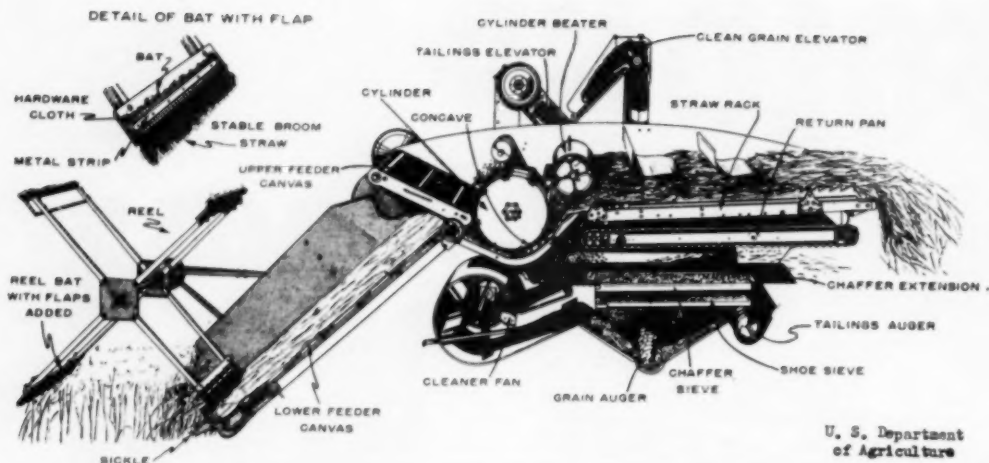
SO EASY...

SO FAST...

## IT'S THE NEW WAY TO FARM



Yes, so homely an implement as the spike-tooth harrow makes a dramatic showing as the Case dealer demonstrates Eagle Hitch Farming. Simply fold up the side sections and touch the hydraulic lift—go through narrow gates or along crowded highways. In the field it unfolds, wide and flexible, for fine, fast work. And what a convenience in trashy ground! Any time, moving or standing, in gear or out, just jiggle the lever and Constant Hydraulic Control jostles all sections to shake out trash. With springtooth harrows, too, Constant Hydraulic Control takes the trouble out of trash, while the constant-depth principle of Eagle Hitch provides consistent penetration. All told, Eagle Hitch Farming saves so many motions, so many minutes, so much effort that amazed observers agree it's close to automatic. All its brilliance comes out by demonstration, the demonstration that only Case dealers can make. J. I. Case Co., Racine, Wis.



U. S. Department  
of Agriculture

edge of the function and operation of the major parts of the combine, along with an understanding of the adjustments that may be needed to meet the requirements of the particular seed to be harvested.

The major parts (see diagram) and their functions are:

1. **Cutting and elevating.**—The header, to which is attached the cutter bar, sickle, reel, upper and lower canvas.

2. **Threshing.**—Cylinder, concave, cylinder beater, and tailings elevator.

3. **Separating and cleaning.**—Straw rack, return pan, chaffer sieve, cleaner fan, shoe sieve, chaffer extension, tailings auger, grain auger, and clean-grain elevator.

Size and type of combines vary according to width of cut. The small machines cut a swath 5 to 7 feet wide. These are adapted to small fields and irregular topo-

graphy and are generally pulled by a tractor. The large machines cut a swath of 10 feet or more. They are now generally self-propelled. The pulled machine may be operated by a power take-off drive from the tractor or may be equipped with an auxiliary engine. Some 7-foot self-propelled machines are now being manufactured.

Combines also vary according to location of the threshing cylinder in relation to the separation unit. There is the "straight through" machine which has the separating unit in line with the cylinder, and the "cross separating" type where the separating unit is at right angles to the cylinder. Each type has its advantages and disadvantages, depending on condition of plants being harvested.

There are two methods of harvesting with combines: (1) direct, and (2) wind-rowing. Direct har-

vesting is used when the crop ripens uniformly or can be harvested in a period of about 10 days. Wind-rowing is used when ripening is not uniform and seed shatter badly. In the latter case, the crop is cut with a mower or header. It is raked into windrows when the moisture content is high and the seed are generally mature but not in condition for combining. After a period of several days in the windrow, a combine with pick-up attachment in place of the cutter bar is used to pick up the cut plants and thresh the seed.

The characteristics of grass seed at harvesting stage vary somewhat from those of legumes. In general, grass seed are light and not difficult to thresh, whereas some legume seed are hard to thresh and get out of the hulls. Most grasses grow erect and remain so at the harvest period. Legumes are low-growing and tend to fall or mat down at maturity.

#### Harvesting Grass Seed

Three points need to be taken into consideration in connection with the use of combines for harvesting grass seed. These are:

(1) Desirable features in a combine for economical and successful grass seed harvesting. These include (a) angle-bar or rasp-bar cyl-  
(Continued on page 165)



Left: direct combining of re-seeding crimson clover seed from heavy growth of clover. Saving of seed, in addition to promoting conservation also means additional income for the farmer



## Looking for a WINNING COMBINATION?

Here are *two* "sure-things" for *more* pump profits this year! The Goulds Balanced Flow tankless jet simply has *no* competition in the shallow-well field. And the new Goulds tank-mounted, deep-well unit is your *best bet* for depths just beyond shallow-well limits. It's a sales combination that *nobody* else can offer . . . backed by Goulds quality, Goulds dependability, and Goulds *proven* selling and promotion plans. Better be *in* on the payoff . . . see your Goulds distributor, or write:

GOULDS PUMPS INC. • Seneca Falls, New York

**GOULDS**

FIG. 3681

**Tank-mounted  
system  
for deep wells**

Completely packaged  
17 gal. tank included  
Self priming  
Only one moving part

**GOULDS**

FIG. 3680

**Balanced-Flow  
Jet  
for shallow wells**

Needs no tank  
Self-adjusting capacity  
Only one moving part  
Low Price  
for Volume Profits

**GOULDS** WATER SYSTEMS  
Since 1848  
FOR EVERY FARM AND HOME NEED



Officers of Southern Farm Equipment Manufacturers, Inc., are, left to right, front row: Emmett Rushin, executive vice president; A. C. Owen, president, and W. F. Covington, Jr., vice president and treasurer. Rear, left to right: C. C. Mullen, H. E. Ashley, Walter Burkett and Paul Garner, directors

## SFEM MEETS IN ATLANTA

**M**EMBERS OF Southern Farm Equipment Manufacturers, Inc., which closed its first fiscal year with a successful record of service to both members and the industry as a whole, met in Atlanta, Ga., September 25-27 and shaped plans for an even broader program of services for the ensuing year.

Among the industry leaders who were featured speakers during the

business sessions were Merritt D. Hill, Executive Vice President, Dearborn Motors Corp., W. H. Colvin, Jr., President, Crucible Steel Company of America, and H. A. Toulmin, Jr., Chairman of the Board, Commonwealth Engineering Corp. All made special mention of the tremendous progress in southern agriculture and all forecast continued growth and a further expansion of the market for

farm equipment in the South.

In his president's address to the convention, retiring president, E. C. Gibson, Vice President, Southern Iron and Equipment Co., Chamblee, Ga., listed the organization's gain in active membership from 42 to 59 members (associate members number 33) and briefly noted several services instituted by the organization during its first year.

### *... forecast continued growth*



W. H. Colvin, Jr.

Predictions of continued growth and progress of agriculture in the South were made by featured speakers, W. H. Colvin, Jr., left, president, Crucible Steel Co. of America, and Merritt D. Hill, executive vice president, Dearborn Motors Corp. Noting the tremendous expansion of industry and agriculture, Mr. Colvin, in his talk, said, "Success brings growth and more success."



Merritt D. Hill



**CAMPBELL**  
PASSING LINK CHAIN

QUANTITY  
100

**CAMPBELL**  
WELDED WELL CHAIN

SIZE

**CAMPBELL**  
INCO COIL CHAIN

2

**CAMPBELL**  
COIL CHAIN - Straight Link

QUANTITY

**CAMPBELL**  
COIL CHAIN - Twist Link

**CAMPBELL**  
REPAIR LINKS

SIZE

**CAMPBELL**  
PORCH SWING CHAIN - No. 201

QUANTITY

ONE SET

7 1/2 FT.

**CAMPBELL**  
INCO TIE-OUT CHAIN

QUANTITY

ONE

**CAMPBELL**  
HALTER CHAINS - Welded

SIZE

**CAMPBELL**  
HALTER CHAINS - INCO

QUANTITY

SIZE

**BRIGHT**

CAMPBELL CHAIN COMPANY  
York, Pa.

**CAMPBELL CHAIN**

**FOR EVERY NEED**

Campbell offers you a complete line to supply your customers' every need. Campbell manufactures chain for practically every purpose. Each type of chain is engineered and designed for maximum efficiency and life on the job.

Campbell Chain is nationally advertised—nationally recognized for its superior quality. Campbell gives you complete merchandising to help you get more chain business.

*There is no weak link in the Campbell line*

**CAMPBELL CHAIN Company**  
MAIN OFFICE—YORK, PA. • Factories—York, Pa. and West Burlington, Iowa

Chains for every need—INDUSTRIAL, MARINE, FARM, AUTOMOTIVE

As given in detail by Neal McGough, W. F. Covington Planter Co., Dothan, Ala., a member of the Committee on Production and Materials, these services include the publication of technical bulletins on such subjects as painting, use of different types and analyses of steel for farm equipment manufacturing, cost control and inventory records, and materials handling. The first unit in this SFEM Technical Bulletin series was to be ready for publication in October or November.

Members were advised that the SFEM Materials Clearing House will be continued since it has promoted excellent industry relations for SFEM and has been a practical means of enabling member companies to help one another as well as companies who are not SFEM members.

#### Annual Wage Survey

The organization's annual wage survey, first initiated in September 1952, will be made at least once a year. The survey is based on as representative a group of skills or job descriptions as will cover the principal types of job skills maintained by member companies. In the survey, companies are asked to submit their single rate or range of rates paid for each job skill. The composite rate range for each job skill is then compiled, representing all companies participating. Bureau of Labor Statistics figures on the same job skills or occupations will be published for key Southern cities for comparison purposes.

The committee endorsed material issued by SFEM titled "Potential Areas for Planning Operations to Meet Buyers Market Conditions," and urged that member companies report for publication any special management programs that have been designed to effect reductions in costs, waste prevention, or any other activities which lower costs.

Particularly beneficial to member companies is the Traffic and Freight Service which already is in operation, with six member companies presently subscribing to the service. Reporting for this committee, Executive Vice President Emmett Rushin stated that the Atlanta Freight Bureau will provide subscribing companies all of its regular services including: rate adjustments, rate statements, rate quotations, classification

changes, legal opinion relating to transportation, and assistance in collection of loss and damage claims.

In addition, Mr. Rushin said that the Bureau will audit the paid freight bills of each member company and will file claims for recovery of any overcharges developed, remitting to each member 100% of the amount recovered. For this additional service the Bureau bills the affected members on the basis of 25% of the collections remitted to such members.

#### Speakers

In his address on "Manpower Management," Merritt D. Hill stated that any going concern must have a blue print for hiring employees who are best suited to a company's individual operations. "It is not true," he said, "that any given man can do any given job. Men and jobs are not interchangeable."

A featured speaker in the second business session, W. H. Colvin, Jr., said that the Southeast has every natural advantage for a great expansion of industry. Impressed with the industrial strides already made in this area he pointed out that "success brings growth and more success." Mr. Colvin told the convention that there will be an adequate supply of steel "when normal supply and demand factors prevail."

A prediction that push-button farming may be just ahead was voiced by H. A. Toulmin, Jr., in his address, "The Coming Revolution in the Agricultural Implement Industry." Mr. Toulmin's talk is published on another page.

#### New Officers

New officers elected by the association are: President, A. C. Owen, Taylor Implement Manufacturing Co., Athens, Tenn.; Vice President and Treasurer, W. F. Covington, Jr., W. F. Covington Planter Co., Dothan, Ala.; Emmett Rushin continues as Executive Secretary.

Elected as new directors were: Walter Burkett, General Foundry and Machine Co., Sanford, N. C., and H. E. Ashley, Modern Implement Development Co., Dallas, Tex. Hold-over directors are: C. C. Mullen, Rome Plow Co., Cedartown, Ga., and Paul Garner, Alexander Manufacturing Co., Pica-yune, Miss.

#### Insect Control

(Continued from page 113)

much speed combined with the wrong size tip will give poor control. Dealers in areas in which sprays are used can render valuable assistance to farmers by stocking a variety of sizes of nozzle tips. This will enable the farmer to have available the right tip to fit the speed with which he wishes to apply the insecticides.

It might be stated that the future sales of spray machines and dusters for the cotton farmer will depend, to a large extent, upon his ability to take his tractor through the field during the latter part of the cotton growing period. Inasmuch as speed enters into the calibration of any machine of the types under discussion, it is sometimes necessary for the farmer to operate his tractor at relatively high speeds. In order to do this with a minimum amount of damage to the growing plants, a set of fenders for the tractor wheels is a must.

The airplane has spread rapidly as an agricultural tool, and in 1952 there were approximately 7,000 units used for agricultural purposes. Their usefulness has been enhanced in the past few years when supplemented by early and mid-season control with tractor equipment. For a good job of aerial spraying or dusting, the fields should be flagged and swaths should not be wider than the width of the wing span. This is necessary to avoid streaking the field, since insects are not controlled by drift of sprays or dusts.

Science and industry have combined to give the farmer, both large and small, the tools with which he can economically carry out his insect control program. He also has the choice of sprays or dusts, or possibly a combination of both with which to combat the attacks of numerous insects.

#### A. L. Merriam, Gehl Executive, Passes

A. L. MERRIAM, vice president and advertising manager of Gehl Bros. Manufacturing Co., West Bend, Wis., died at the age of 63 on September 2. Also credit manager of the company at the time of his death, Mr. Merriam had been associated with Gehl for 40 years, during which time he had served in various capacities, having started as bookkeeper in 1912.

*It's profits and customer satisfaction you want—specify*

**The Genuine Heat-Houser**

ONE PRICE—ONE PIECE—ONE COMPLETE UNIT. There are no extras with the genuine HEAT-HOUSER! No holes to drill, plenty of operator room and full-view vision and complete "weather-faction" for operator and tractor are yours when you specify HEAT-HOUSER! Compact, easily installed and designed for all around protection, HEAT-HOUSER will meet your every requirement. See your local HEAT-HOUSER DEALER OR WRITE FOR FREE FOLDERS.

The advertisement features a grid of 48 small illustrations of various Heat-Houser tractor models, arranged in three rows of 16. Each illustration is accompanied by a small label indicating the model name and its horsepower. The models shown include:

- Model 10 (10 HP)
- Model 12 (12 HP)
- Model 14 (14 HP)
- Model 16 (16 HP)
- Model 18 (18 HP)
- Model 20 (20 HP)
- Model 22 (22 HP)
- Model 24 (24 HP)
- Model 26 (26 HP)
- Model 28 (28 HP)
- Model 30 (30 HP)
- Model 32 (32 HP)
- Model 34 (34 HP)
- Model 36 (36 HP)
- Model 38 (38 HP)
- Model 40 (40 HP)
- Model 42 (42 HP)
- Model 44 (44 HP)
- Model 46 (46 HP)
- Model 48 (48 HP)
- Model 50 (50 HP)
- Model 52 (52 HP)
- Model 54 (54 HP)
- Model 56 (56 HP)
- Model 58 (58 HP)
- Model 60 (60 HP)
- Model 62 (62 HP)
- Model 64 (64 HP)
- Model 66 (66 HP)
- Model 68 (68 HP)
- Model 70 (70 HP)
- Model 72 (72 HP)
- Model 74 (74 HP)
- Model 76 (76 HP)
- Model 78 (78 HP)
- Model 80 (80 HP)
- Model 82 (82 HP)
- Model 84 (84 HP)
- Model 86 (86 HP)
- Model 88 (88 HP)
- Model 90 (90 HP)
- Model 92 (92 HP)
- Model 94 (94 HP)
- Model 96 (96 HP)
- Model 98 (98 HP)
- Model 100 (100 HP)



New officers of the Farm Equipment Institute are, left to right: W. J. Fisher, president; A. W. Phelps, chairman of the executive committee, and H. B. Megran, retiring president

## Farm Equipment Institute Holds Annual Meeting

**T**HOUGH fully aware of the buyers' market hovering on the economic horizon, members of the Farm Equipment Institute, meeting in Atlantic City, October 6-8, for their 59th convention, gave primary consideration to those factors which currently pose a threat to the nation's free enterprise system.

Only one featured speaker gave what could be considered an out-and-out industry sales talk. The others dealt with the political and moral defection which serves to undermine America's economic structure.

In the final business session of the three-day program, W. J. Fisher, vice president, The Oliver Corp., succeeded as president of the F.E.I., H. B. Megran, president, Starline, Inc. A. W. Phelps, chairman of the board, The Oliver Corp., succeeded Mr. Fisher as chairman of the Executive Committee.

Delegates followed the recommendations of its nominating committee, headed by Theodore Johnson, president, J. I. Case Co., in electing members of the Executive Committee and a number of vice presidents.

Immediately following the close of the F.E.I.'s final session, members of the auxiliary held their annual business session. With a rapidity seldom seen in parliamentary procedure, the auxiliary followed its custom of promoting to the presidency the chairman of the entertainment committee, the man charged with preparing the convention's program of entertainment. The new president is Jim Dill, of Russell, Burdsall and Ward Bolt & Nut Co. Paul V. Bartsch, Tousey Varnish Co., will fill the newly-created office of executive vice president. Chairman of the entertainment committee is Sam Crabtree, Republic Steel Corp., while the chairman of the membership committee is Ed Rack, Wycoff Steel Co. Secretary is Frank Burgess, Burgess-Norton Mfg. Co.

In his talk on "Facing the Future — With Optimism," George S. Straight, president, National Retail Farm Equipment Association, stated that supply is in better balance than at any time since the Korean war.

"Dealer profits are declining," he said, "and since we are in competitive times again, now is the

time for manufacturers to re-examine their policies" in certain phases of particular help to dealers. He called for reappraisal of the following: contracts, location of outlets, acceptability of merchandise, quality of dealers, territory managers, distribution, pricing and financing, and dealer counsel.

"We need your help more than at any time since the '30's," he concluded.

Stressing the value of the F.E.I. to its members, W. J. Fisher, in his address, stated that had it not been for the work of trade associations, many of the problems of business of the past 20 years would not have been solved. Unless industry and industry management has a fair, collective voice in government, he said, the nation's system of free competitive enterprise is in jeopardy.

Concluding the first business session, John Temple Graves, prominent newspaperman and author from Birmingham, Ala., spoke on "The Land Is Bright." He stated that the nation is not going to rid its government of immorality and corruption until it

(Continued on page 169)

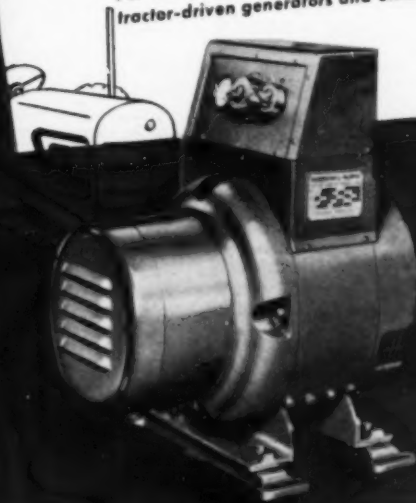
# be the first in your locality to Sell the Profitable NEW FAIRBANKS-MORSE TRACTOR-DRIVEN GENERATORS!

Every farmer knows he should have standby power service on his farm. A prolonged interruption of high line service may cost him thousands of dollars—may wipe out his entire investment. He knows, too, the many personal inconveniences power failure causes. Lights go out. Refrigerators defrost. Milking machines stop. Water service quits. Even his heating plant may be affected.

Now you can offer him power protection at minimum cost. He has only to belt his Fairbanks-Morse generator to his tractor, and power again surges through the wires.

The Fairbanks-Morse tractor generator comes in three sizes—1500, 3000 and 5000 watts. It develops 115/230 volt, 60 cycle A.C. current—the same as the current off the high line.

For complete information about dealerships for Fairbanks-Morse tractor-driven generators and other products, mail the coupon today.



## Sell Permanent Installations, Too!

Farmers, poultrymen, hatcheries, fur ranchers, citrus growers, vegetable and floral gardeners need permanent standby power insurance. Fairbanks-Morse dealers can offer these permanent installations in capacities from 600 to 40,000 watts, with manual, remote or automatic starting. The complete line of Fairbanks-Morse generating sets broadens your market to include locker plants, hospitals, theaters, gas stations, and many other businesses.

Fairbanks, Morse & Co.,  
Chicago 5, Ill.

Tell me more about your dealer setup for Fairbanks-Morse generators.

Firm Name .....

Address ..... RD. ....

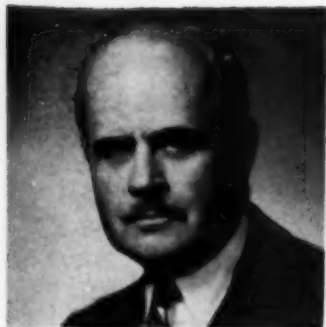
City ..... State .....





# The Coming Revolution

## *in the agricultural implement industry*



By H. A. Toulmin, Jr.  
Chairman, Commonwealth Engr. Co.

**T**HE BRIGHTEST future of any American industry is that of the agricultural implement business. The coming agricultural revolution is based upon population growth, higher education for farmers, and industrial demand for farm products as the basis of agricultural manufacturing.

Amazing scientific developments in the agricultural field are pressing upon us. This will bring a vast expansion of your industry for sound economic and technical reasons.

Now, let us look at the record to see the fundamental reasons for my predictions:

First, 7,000 people are added daily to the American population. Second, farm sizes are increasing. Third, manpower on farms is decreasing. Fourth, the demands of industry for raw materials from the farm as a basis for industrial production are growing by leaps and bounds. Fifth, and this is the most important reason, the technical education of the future farmers of America in our magnificent agricultural schools is training some of the ablest engineering and managerial brains in any industry and returning them to the farms where they will not be content with simple manual labor of the day of the mule and the plow.

When President Conant of Harvard, one of the world's greatest chemists, told 18,000 chemists from all over the world last year that solar energy was one of the four keys to peace and technical revolution, he put his finger on the button that will change your industry.

Dr. Conant predicted solar energy will make atomic energy a mere pygmy. Strangely, you will be furnishing new agricultural manufacturing machinery the exact nature of which will be basically determined by chemistry and physics—and no longer by the foundry and the blacksmith shop.

At the risk of being technical, I must give you a picture of why chemical relationships under solar energy are going to revolutionize your essentially mechanical industry in type, size of machines, costs and pricing. Recent discoveries have shown that the chemical formula of chlorophyll, which is the basis of plant life; and the

chemical formula for blood that is the basis of human life, are identical with the exception of the substitution of a different metal and the use of different gas: both depend upon solar energy to activate them and to keep them going.

Plant life is based upon chlorophyll which has the same structure as your blood, hemoglobin, upon which you depend for life. The difference between the two is this: the plant life, chlorophyll formula, is based upon magnesium which takes the carbon dioxide from the air and makes oxygen; while in the same formula for hemoglobin of your blood, there is iron in place of magnesium which takes in oxygen from the air and makes carbon dioxide. It is solar energy that is the trigger which regulates these reactions.

Now you say, "What has that got to do with my agricultural industry?" Here is the answer. All life depends upon variants of these formulas—yours and the plants your machinery produces. They

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### Push-Button Farming Is Not Far Away

**THE SOUTH'S** great plantations of Ante-Bellum days are on their way back. Robot-controlled agricultural machines, soil manufacturing, production of agricultural raw and semi-fabricated products for mass production of industry will revolutionize agricultural production. The new plantations will produce not only food, grains and forage crops, but the raw materials and semi-fabricated materials of industry to produce chemicals, antibiotics, drugs, enzymes, chlorophylls and a host of new products.

Soil standardization by manufacturing it on the farm will be as

revolutionary as interchangeable manufacturing was in industry. The new era of standardized soils will do for agriculture what standardization did for mass production in the automobile industry. Agricultural engineering graduates of southern colleges will replace with technical brains and managerial ability the brawn of the share cropper.

The South, with its great fertile areas will, at last, win the Civil War by economically dominating the nation.

We salute the soul of Henry Grady.—H. A. Toulmin.

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# MR. DEALER: DO YOU KNOW WHAT PENDER "SO-RITE" MEANS????

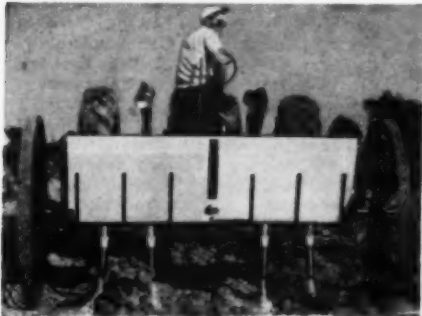
## IF YOU AREN'T FAMILIAR WITH THESE TWO WORDS, YOU ARE SLIPPING. JUST KEEP READING AND LOOKING.

The Pender "SO-RITE" Fertilizer and Lime Sower will do it all. That is to say: The "SO-RITE" will sow all forms of Lime, Fertilizer, Acids, Nitrates and most all Seeds such as Rye, Wheat, Oats, Clover, Lespedeza and all types of grass.



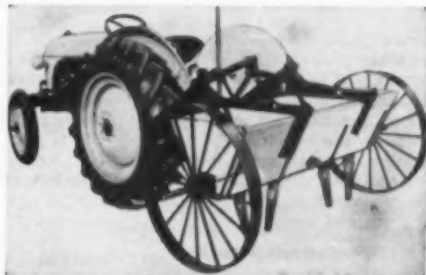
No. 800-LA-ELI-TR, 8 ft., tractor draws "SO-RITE" equipped with tractor seat feed control and drop center rims for 15" tires.

If you are not selling "SO-RITE'S" you should investigate today. This is the machine with the quality you have been looking for, for the least amount of money. We have a wide variety ranging in size from 2½ ft. wide to 13 ft. wide, tractor drawn, tractor mounted (three point hook-up), 1 horse, and two horse. Wheels in sizes 36" dia., 42" dia., 48" dia. and drop center rims for 15" and 16" rubber tires. You can't go wrong in buying "SO-RITE'S".



No. 600-LHA-UI-6-TR 6 ft. heavy duty, tractor draws So-Rite. 43" or 48" wheels extra. Shows 61 sidedresser. In sizes from 3 ft. to 13 ft.

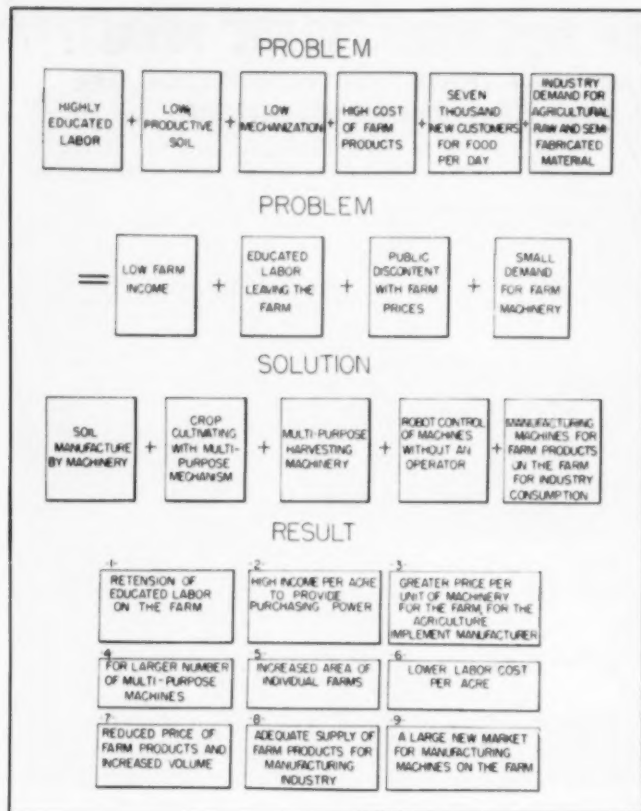
WRITE,  
WIRE  
OR  
PHONE  
COLLECT



No. 500-UI-6-ML, 5 ft. tractor mounted So-Rite. In sizes from 3 ft. to 7 ft. for anything from watermelons to corn and turnip greens.

Made by  
**PENDER MANUFACTURING & SUPPLY CO.**  
RALEIGH, N. C., U. S. A.

NOTE: We are busy from day to day testing and using several of the leading makes of lime and fertilizer sowers on our own farms and we know from experience that the "SO-RITE" will do what we say. We guarantee the "SO-RITE" to do what we say or it won't cost you one cent.



even explain the probability of life on other planets. With an understanding of this chemistry, we are making a wholly new approach to agriculture and your industry must produce the machines for these revolutionary changes in farming. Science now understands the riddle of growth and the relationship of plant and human life.

#### Manufacturing the Soil

First, let us take the basic material, the soil in the field, its structure, its water, its minerals, its bacteria, fungi and its enzymes. Up-to-date, we have largely accepted it as nature has furnished it in a highly irregular condition producing irregular results even in a small field.

The new concept is this: we must standardize its physical condition, its chemical and metallurgical composition, its bacteriological and enzymatic status. This irregular type of raw material must be manufactured into a

standard product of precise specifications to be manufactured before you can raise a crop in sufficient size and quality to satisfy human needs and industrial demands—in short, you must manufacture the soil by reducing it to a known standardized product of predetermined uniformity. We will do to agriculture what interchangeable manufacturing did for industry—and changed the world. Soil conditioners — “artificial polyelectrolytes” will give permanency to the process.

Here is the impact on your business from this need: soil manufacturing tools which will pick up the soil and, particularly the sub-soils, will standardize them, treat them bacteriologically, enzymatically and chemically as well as physically and return the desired composition of a soil product back to the field. From this standardized soil, the future crops will be grown thus eliminating the present field irregularities and low production.

We need new agricultural implements to bring about uniformity in the physical structure, with the assistance of so-called “soil conditioners,” controlled bacteriological action and controlled mineral additions such as trace chemicals as well as the normal fertilizers. For instance, we cannot grow sugar cane and pineapples in Florida without the addition of certain trace elements in the soil.

We will depart from soil conservation as now known, with its superficial methods, and substitute machines of your manufacture for “manufacturing” the soil to standard specifications.

We will have machines for applying antibiotics to the soil for the benefit of the plants and the benefit of the animals and human beings as well as the industry that will use the product from the soils. This will take new machinery. We must apply the enzymes to the soil apply trace chemicals and change the physical condition of the interfacial structure of the soils and the bacterial content to bring them to a predetermined fertility standard. This will take new machinery.

Soil is fundamentally based upon a physical condition designed to retain soil moisture, a satisfactory tilth, and to provide a breeding place for bacteria which will feed upon the soil and provide its organic matter, its water and the gases without which fertilizer is a short cut to soil exhaustion and is a poor way to utilize fertilizers.

The sub-soil must be reached by your machines and put back into circulation. The alfalfa plant has a lot of sense: it does not wait for man to wake up to the fact that the sub-soil and its water have the real wealth of the soil with its bacterial and organic matter for it will go more than 25 feet deep with its roots to tap this rich load of nourishment.

There are two fundamental characteristics of soils. The first is that the soil is biologically alive and, second, that its colloidal properties govern the release of food to the plant. The nutritional aspects of soil fertility depend on the activities of living micro-organisms and on the electrical properties of its non-living, colloidal components.

A fertile soil is not merely a layer of tiny fragments of rock and clay, nor a dead mass of inert fragments mechanically supporting

(Continued on page 160)



**WISCONSIN**

*The Sign*  
**OF GOOD BUSINESS**

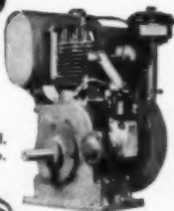
*The Line*  
**THAT MAKES GOOD**

**BUSINESS *Better!***

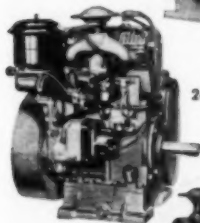
**WISCONSIN HEAVY-DUTY  
Air-Cooled ENGINES**



4-cycle Single Cyl.  
models, 3 to 6 hp.



4-cycle Single Cyl.  
models, 6 to 9 hp.



2-cylinder models  
7 to 13 hp.



V-type  
4-cylinder Models,  
15 to 30 hp.

Dealers who are privileged to display the attractive metal sign shown above know from day-to-day experience that this sign actually produces good business for the Service Department.

All makes and types of farm equipment powered by Wisconsin Air-Cooled Engines represent potential business for the Wisconsin dealer. No matter how good an engine may be (and where will you find better engines than "Wisconsin"?), there comes a time when worn or damaged parts must be replaced — and every engine should have a periodical overhaul . . . both *before* and *after* each period of greatest power activity. This is good business for Wisconsin dealers.

The extent of your local market for "Engine Service" can be judged from the fact that the great majority of power-driven farm machines, other than tractors rated above 30 H.P., are powered by Wisconsin Air-Cooled Engines . . . representing a total of more than 12,000,000 H.P. in agricultural service. Almost every farmer owns some Wisconsin-powered equipment.

But over and above "engine servicing", the Wisconsin line makes **GOOD BUSINESS *Better*** because this is the most complete and most popular engine line on the market today. As an Authorized Wisconsin Dealer you can supply every power demand from 3 to 30 H.P. . . . power to fit every type of machine and every power job within this horsepower range.

If there is no Wisconsin Engine dealer in your immediate locality, and you feel you can qualify, let us put you in touch with the Wisconsin Engine distributor who serves your territory. It pays to be the Wisconsin Authorized Dealer and Service Station in your town!



**WISCONSIN MOTOR CORPORATION**

*World's Largest Builders of Heavy-Duty Air-Cooled Engines*  
MILWAUKEE 46, WISCONSIN



Owner William A. Martin, left, and Office Manager Mary V. Dutton, center (Virginia Supply & Well Co.) entertained F. E. Myers & Bro. Co. Public Relations Manager Dick Topper and Sales Training Manager C. B. Sattler, and N. C. Moninger

## Myers Dealers Attend Atlanta Sales Conference

THE VIRGINIA Supply & Well Co., 1739 Buford Highway, Atlanta, Ga., distributor of F. E. Myers & Bro. Co. pumps and water systems, entertained approximately 100 of its Georgia dealers with a full-day sales training session in Atlanta, October 8. In addition to the dealers, Myers' factory representatives were on hand for the occasion and to take part in the program.

The meeting, part of a sales training program instigated by Myers in 1946 and similar to those being offered to Myers dealers throughout the country, was opened with a welcoming address by William A. Martin, owner of the Virginia Supply & Well Co.

Following Mr. Martin's address, Dick Topper, Myers public relations manager, gave dealers a brief review of Myers' history and outlined its expansion and policies through the years. Assisted by Myers' District Manager Clark Graham, Mr. Topper also informed dealers of the dealer-aids being

made available by F. E. Myers and advised them to make the most of public relations in building sales and goodwill in their home towns.

Conducting the sales training session, Sales Training Manager C. B. Sattler, who has trained over 40,000 Myers dealers since inaugurating his training course in 1946, discussed the technicalities of

pump and water system operation, installation, etc., and fully described the company's various types of water systems and their uses.

Mrs. Mary V. Dutton, office and promotion manager of Virginia Supply & Well Co., described to the visiting dealers the comic books which her company is distributing to Northeast Georgia schools. These 200,000 books, featuring a Myers advertisement on the back page only, are distributed through 7,000 grammar school teachers. Such promotion, Mrs. Dutton explained, is a lasting one, since the comic books are not destroyed, but are placed in the homes of potential rural customers throughout that section of the state. The booklets are offered with the compliments of each

Right, part of the Myers exhibit shown by Virginia Supply & Well Co. at the Georgia Fair Aganza. The company was also represented by an attractively decorated automobile in the Atlanta parade. Following the sales training session, below, dealers visited the display booth



school's local Myers dealer, whose name appears on the cover page.

Also appearing as guest speakers on the day's program were Neil Moninger, Micromet Dept., Calgon, Inc.; T. S. Parsons, Carlon Products Corp.; and William Burke, of Allied Buildings Credit.

Following the sales training session, Virginia Supply & Well Co. played host to its visiting dealers at the Georgia Fair Aganza, where its booth offered a first-hand showing of Myers water systems.



**BUILD**

**BIGGER  
SALES**

**BUILD**

**SATISFIED  
CUSTOMERS**

**BUILD**

**STEADY  
PROFITS**

**DO IT**

SIMPLICITY  
MANUFACTURING CO.,  
5267 SPRING STREET,  
PORT WASHINGTON,  
WISCONSIN



**Simplicity**  
REG. U.S. PAT. OFF.

**AMERICA'S  
NO. 1  
GARDEN TRACTOR**

*Do it with Simplicity—*and do it right away. Sales of Simplicity Tractors and implements can keep your sales curve moving upward. Simplicity advertising tells your prospects *what* to buy. Your tie-in advertising and merchandising can tell them *where* to buy.

*Do it with Simplicity—*Simplicity gives your customers the engineering features and sturdy construction they demand in Garden Tractors. Simplicity customers are satisfied customers—and they keep coming back, for additional implements, for other merchandise you have in your store.

*Do it with Simplicity—*From January to December, 52 weeks a year, there's an opportunity to sell America's easy-to-sell Garden Tractor, Simplicity. Year 'round utility means year 'round sales and steady profits. So build bigger sales with satisfied customers for steady profits. Do it with Simplicity.



## Cotton Conference Views A-C One-Row Cotton Picker

A NEW ONE-ROW cotton picker that mounts on a standard farm tractor like a corn picker was shown publicly for the first time by Allis-Chalmers at the Cotton Mechanization Conference, Bakersfield, California, October 22-24.

This new type picker is designed for easy and quick mounting on standard Allis-Chalmers WD or CA tractors. No special attachments or conversions for the tractor are necessary, and it is always readily available for all types of farm work. This design represents a new approach to cotton picker operation, and has been thoroughly proved in the principal cotton growing areas of the country, according to the company.

The mechanical picking unit is carried on the tractor's hydraulic lift arms with the picking spindles located on the right side of the tractor behind the rear axle. Picking unit weight is counterbalanced by the weight of basket and water tank, which are mounted well ahead of the rear axle. Seed cotton is blown by a fan into the covered basket which holds 725 pounds. Dumping is hydraulic. The picker is operated by power take-off and takes advantage of two-clutch control in the WD and CA tractors.

The picking principle and construction design of the picking unit are similar to the Allis-Chalmers two-row cotton picker, in volume production for several years. Rows of long, grooved picking spindles travel rearward on an endless chain track, timed to

the forward speed of the tractor. Spindles rotate at high speed in the picking area, plucking cotton from open bolls without damaging plant or unopened bolls. Each spindle is moistened to insure better picking. The seed cotton is then removed from spindles by specially designed strippers after leaving the picking area.

The new one-row machine is an addition to the company's line of cotton pickers, and it is expected to bring power harvesting within financial reach of more cotton growers.

### The Southern Farm Equipment Market .

(Continued from page 105)

A further stimulus to farm equipment sales is the matter of manpower in the South. Aside from the fact that the requirements of the armed forces have reduced the available farm labor supply, there has been a steady decline in the number of farm workers in the South since 1940. This migration of farm workers to industrial areas has hastened mechanization of agriculture in the South, and continuation of the trend will make further mechanization imperative if the southern farmer is to continue to meet the demand for food and fiber.

In the decade ended with 1950, the number of farm workers in the South has been reduced from

nearly 5 million to 3.8 million. Only recently, the Department of Commerce reported that in Georgia, for example, 40 percent of the state's farm people are now engaged in industrial work due to the demand for skilled and unskilled labor.

In the face of the dwindling labor supply, southern farmers have turned to machine production with the result that production costs have been lowered and crop yields raised.

The steady climb in production costs has given and will continue to give major impetus to further mechanization in the South. If southern farmers are to maintain net profits, production costs must be lowered primarily through use of labor-saving machinery. The BAE reported in August that while farm prices received were somewhat lower in the first six months of the year, prices paid by farmers were slightly above the levels of 1951. Wages for farm labor, for example, were six percent higher in July than in the same month a year earlier.

### Dealer Competition

While farm income in 1951, both for the South and for the nation, was at a record level, farm equipment dealers during the first half of 1952 experienced perhaps their most competitive period since the pre-war years. Sales of new equipment for most dealers in the first half of 1952 were at least holding to levels of a year ago, but farmers were buying cautiously and their demand for high allowance on trade-ins posed a major problem for most dealers, few of whom were able to make a profit on the re-sale of used equipment.

Sales of parts for most dealers increased during this period, indicating that many farmers, their net profits down slightly, were making their equipment do an extra year of duty before replacing it with new equipment. 1952, then, in the early months, more nearly approached a buyers' market than in any period since the war. This trend may be directly reversed if predictions of a machinery shortage, resulting from the steel strike, hold true. But until such time as shortages reach the dealer level, aggressive salesmanship will be essential if volume is to be maintained in the face of stern competition for the farmer's dollar.

# Never Before SO MUCH SAW for SO LITTLE MONEY



## RINGS THE BELL

FOR MORE PROFIT ON WINTER SALES!

A PROVEN PROFIT-MAKER FOR THE DEALER BECAUSE it makes money for the user too. Performance-proven in both selling and woodcutting, this powerful, lightweight, fast-moving item has already broken more than its share of records across the country.

Such outstanding performance alone would bring customers to your door. But add to that the LOMBARD reputation and its effective national advertising . . . and you'll want to get on the WOODLOT WONDER BANDWAGON tool Write today.

ALSO 4 H. P. AND 7 H. P. UNITS RANGING FROM 19" TO 60"

DEALER OPPORTUNITY IN SOME AREAS



MODEL 3 BOW SAW \$297.50  
F.O.B. FACTORY

# Grow with

*This contract* is your  
ticket to a greater sales po-  
tential...bigger profits...  
better customer relations.

**DEALER'S AGREEMENT**  
covering  
**NEW IDEA**  
farm equipment

Name \_\_\_\_\_  
Street Address \_\_\_\_\_  
P.O. \_\_\_\_\_  
County \_\_\_\_\_  
Licensed as \_\_\_\_\_  
Telephone No. \_\_\_\_\_  
Date \_\_\_\_\_ F.S. \_\_\_\_\_  
S.S. Shipping Point \_\_\_\_\_ S.S. \_\_\_\_\_  
Previous Selling \_\_\_\_\_  
From Stock \_\_\_\_\_ Truck Stock \_\_\_\_\_  
Express Shipping No. \_\_\_\_\_  
Motor Freight \_\_\_\_\_  
Motor Ship Sundry \_\_\_\_\_  
Motor Ship Sundry \_\_\_\_\_



Never before has a NEW IDEA contract meant so much to the implement dealer.

- It brings with it an enviable reputation for highest quality implements.
- It lets you operate on lower investment as you get more turn over per year.
- It gives low cost delivery from convenient branches, that also carry adequate parts inventories.
- It gives you a field service unequalled in the entire industry.
- It gives you dominant national advertising on the local level.
- It gives prospect coverage with direct mail at no cost to dealer.
- It brings you effective sales promotion, training helps, and modern identification.
- It gives you an ever expanding market as new implements are added to the line—a policy which has only begun to function.
- It does not interfere with the sale of other products.
- Because of an unusual policy of discounts it is a most profitable franchise.

**Your Territory May be Open . . .** now while this new and liberal contract is available is the time to investigate. Why not write us about your territory.

*One NEW IDEA after another*  
offering you ever-growing profits  
through equipment most in demand.

It's a **GOOD IDEA** to be identified with **NEW IDEA** ....

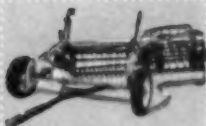
# NEW IDEA



Steel Farm Wagon



Portable Elevator



Low-wheel Side Rake and Tedder



High-wheel Side Rake and Tedder



Horse Drawn Spreader



Small Tractor Spreader



Large Tractor Spreader



Pull Trailing Mower



Semi-mounted Mower



Corn Sheller



One-row Corn Picker



Two-row Corn Picker



One-row Corn Snapper



Transplanter



Stalk Shredder

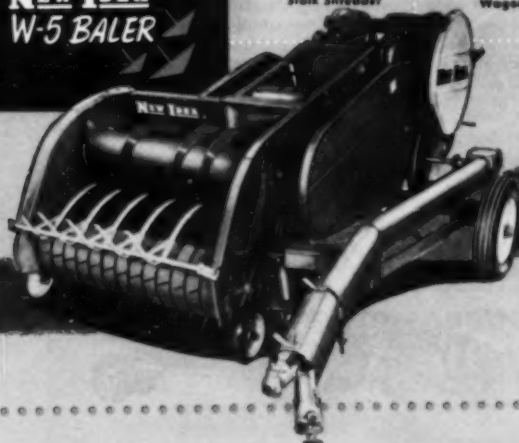


Wagon Box



Hydraulic Loader with 10 attachments

...and the newest  
in the line...the  
**NEW IDEA**  
**W-5 BALER**



**NEW IDEA**  
FARM EQUIPMENT COMPANY  
SUBSIDIARY *AVCO* MANUFACTURING CORPORATION  
COLDWATER, OHIO

the most profitable franchise in the farm equipment field.





### Massey-Harris Offers New Self-Propelled Combines

THE INTRODUCTION of three new model self-propelled combines, designed to combat labor shortages and the rising production costs, has been announced by the Massey-Harris Co., Racine, Wisconsin.

The three new models, featured by the largest capacity combine on wheels, will appear on the market this fall, according to the manufacturer. To be known as Models 90, 80 and 70, the new combines replace the company's Super 26 and 27 models. That combine first gained fame when it set labor and grain savings records during the firm's wartime "Harvest Brigade."

The new Models 90 and 80 feature a hydraulic speed selector and live axle drive which makes possible complete speed adaptability to specific field and crop conditions, and a safe, fast road speed of 14 miles an hour.

The largest capacity combine is a full-width machine which provides more separation area and greater separating efficiency.

Width cut on the large Model

90 ranges from 12-16 feet, on the Model 80 from 10-14 feet, and on the smaller Model 70 from 8½-12 feet.

Balanced separation in the new models is a perfect operating relationship between the sizes, position speed and capacity of each unit of the combine, assuring complete control of grain and straw at every engine speed.

Other features include increased comfort and convenience of the operator, with the grain tank, cutter bar and the complete field in view of the operator at all times.

A hydraulic table lift with an adjustable cutter bar enables the operator to cut as high as 33 inches, as well as skimming the ground. Three forward speed controls are in enclosed drive. The 90-80 Models, suitable for all small grains and rice, can be equipped with track-laying treads which are effective in muddy rice harvest conditions.

The introduction of the new models gives Massey-Harris complete coverage in the self-propelled field for all sizes of farms and ranches.

### Outside Salesmen

(Continued from page 121)

that if he makes a deal in which the company loses money, he loses too. This arrangement with salesmen not only saves time and the expense of sending a special appraiser out, but enables the salesmen to close many sales on the spot, avoiding the delay in which a prospect might "cool off."

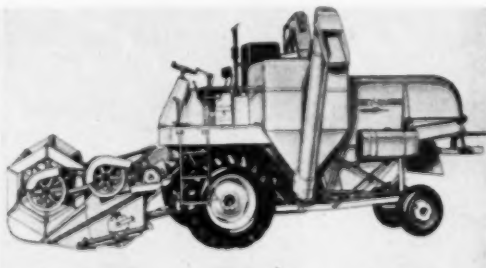
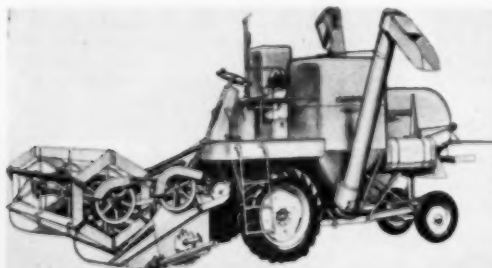
And since they are charged with the responsibility of re-selling trade-ins, they generally observe normal caution in making allowances for used equipment. In making appraisals they are aware that they will share whatever loss the company suffers as a result of excessive allowances on trade-ins.

Generally, the company profits from the acceptance of used equipment. For example, Salesman Frank Martin, during a recent period, sold a new mower, taking in trade, as part payment, a grist mill, a 60-foot drive belt, a truck dump and a cultivator. All of these items appeared well-worn, but Martin in his daily rounds, had accumulated about as many prospects for used equipment as for new machinery. All of the used equipment accepted in this instance was later, and quickly, re-sold at a profit.

All such information is discussed during the daily sales meetings. Using the reports from salesmen and leads turned in by mechanics, it usually is possible to uncover a number of prospects for the various used equipment ready for resale.

"This doesn't mean that we never have to write off a trade-in," Groves said. "Occasionally, we take in an out-of-date refrigerator that we simply have to junk."

Each of the company's outside salesmen keeps his own prospect list in a note book and each makes his entries in his own way. No printed forms are used. During



Massey-Harris self-propelled combines Models 80, left, and Model 90, right. Model 70 is shown above



## Why Does This Better Tractor Sell for Less?

First, because the Ford Tractor is a product of 50 years of Ford engineering and manufacturing experience, which includes the designing and building of over two million farm tractors.

Second, because the Ford Tractor is a product of efficient mass production techniques, plus resources and facilities unmatched in the farm equipment industry.

As a result of these advantages, Ford Tractor dealers are able to offer their customers a tractor that's outstanding in quality, performance and economy. And they can sell this tractor for from \$50 to

\$500 less than other leading 2-plow tractors.\*

But the Ford Tractor not only costs less to buy—it costs less to sell. That's because it's a *Ford*, with all that the Ford name stands for in quality and value on American farms.

Add to all this the profitable line of Dearborn Implements, designed to take full advantage of Ford Tractor power. Then you can see why the dealers who sell Ford Tractors and Dearborn Farm Equipment enjoy one of the greatest retail sales and profit opportunities in any line of business today.

\*Comparison of suggested list prices of the standard Ford Tractor and other leading standard 2-plow tractors priced with hydraulic lift.



**DEARBORN MOTORS CORPORATION**  
Birmingham, Michigan

National Marketing Organization for the Ford Tractor and  
Dearborn Farm Equipment

sales meetings salesmen compare notes, often exchanging the names of prospects for later follow-up visits.

The company divides the year into special seasons for promotional purposes. From January to June the entire promotional effort, including mailings and field calls, is centered on machinery. From June to October similar effort goes into the promotion of appliances. From October to January special attention is given to the promotion of service work.

This is particularly productive, the re-conditioning of equipment, for example, accounting for a substantial share of total annual volume. In fact, the outside salesmen, following the harvest season, begin their promotion of the company's service work. In field calls, prospects are reminded constantly of the advisability of having machinery and equipment repaired during the idle months.

#### Service Work

During the cold months, salesmen's daily field trips are given to inspecting machinery and selling service work.

"We have in our office a fairly complete sale and service record of most of the equipment we have sold," Groves said. "We check this record for most of our service leads."

As the result of special effort at the proper time, the outside salesmen usually sell enough service work to keep the shop busy during this period of the year.

As a special inducement, the company offers to pick up and return any tractor or other machine without cost. And on each major reconditioning job, it grants a special discount on painting.

Throughout this period the field salesmen keep a steady stream of tractors moving into the shop for repair work. Where a special seasonal price is offered, the company reserves the right to set the time, within reasonable limits, for picking up the machine and completing the work. This assures an uncongested shop and systematic operation.

Groves states that one of the best sources of leads comes from the employee who handles pick-up and delivery. "Farmers will talk more freely to our delivery man and our mechanics about their intentions, because they don't expect any sales pressure from these employees."



#### Greased-for-Life Disc Harrow Announced by A-C

A DISC HARROW which is lubricated for its life is available in the recently announced Allis-Chalmers disc harrow with Bal-Pak gang bearings. These automotive-type, double-sealed bearings, which seal grease in for life, are similar to those used on rear wheels of automobiles.

The bearings are protected by a closed compartment completely filled with heavy long-fiber grease forced in under pressure at the factory. The grease traps any dirt or sand which might get past the outer seals. Inner seals protect the bearing itself.

This disc harrow with controlled hydraulic lifting and lowering is led from a "free swing" forward hitch point. This permits easy steering of the tractor while the gangs follow naturally around contours. The flexible angle-steel frame allows gangs to move up or down independently on even ground.

A spring-loaded leveling and draft-control screw located on the front of the disc frame shifts weight to either front or rear gangs for smoothing dead furrows or for obtaining deeper penetration.

#### Southern Outlook for Power Farming Expansion

(Continued from page 117)  
play a role in this increased demand.—J. R. Beckenbach, Associate Director, Agricultural Experiment Stations, University of Florida.

#### Texas

AGRICULTURAL mechanization in Texas and the Southwest has progressed at a considerably above-normal rate during the past five or ten years. Everything indicates that this situation will continue until the area is as completely mechanized as conditions will permit.

A number of factors have been and are responsible for this. First, the enormous expansion of industry and manufacturing, combined with attractive wages, created a drain on the rural labor supply.

Second, governmental restrictions on the migration of labor into the United States from border countries reduced the available labor for certain seasonal operations such as cotton picking, vegetable harvesting, etc.

Third, the trend toward the merger of a number of small farms into a few large units means greater feasibility of mechanization.

Fourth, irrigation, particularly from wells and by the use of sprinkler systems, greatly expanded and increased the cultivated acreage and crop yields in certain areas.

Fifth, the good market demand and resultant attractive prices for cotton, grains, fruits, vegetables, and dairy, livestock and poultry products, provided the farmer with the capital needed to purchase farm equipment.

Sixth, electric power is now available to a large percentage of the farmers in the Southwest—this means a greater interest in farm life and a consequent demand



These exclusive Diskwik features are the result of more than three-quarters of a century of experience in designing and building quality farm implements. The engineers who designed the Diskwik know farming from the ground up. They know what the farmer needs to have an outstanding and profitable discing operation.

## Exclusive Features

- ★ Sturdy . . . light draft . . . balanced design . . . easy to operate.
- ★ One rope control—sets the angle of the gangs easily and quickly.
- ★ Non-clogging scrapers—eliminates clogging of stalks and trash.
- ★ Heavy double thrust bearings—almost completely dustproof. Oil soaked, hard maple wood bushings are used.
- ★ Gang snubber—keeps the gangs cutting even depth from end to end, relieving bearings of unnecessary strain.

**Dealers!** There are plenty of good reasons why a Farm Tools, Inc. franchise means a long-standing, successful and profitable dealership. Find out about these profit opportunities. Write Farm Tools, Inc. for name and address of nearest Farm Tools, Inc. Farm Implement and Harvey Line distributor.

**FARM TOOLS, INC.**

*Quality Farm Implements since 1862*

### OTHER PROFITABLE AND POPULAR RODERICK LEAN, VULCAN AND HARVEY IMPLEMENTS

- ★ Mobil-Disc—Wheel Type Tandem Disc Harrow
- ★ Mordisk—Tandem Tractor Disc Harrow
- ★ 3 Point Hitch Lift Type Disc Harrow, Rotary Hoe, Spring Tooth Harrow
- ★ Farm Elevator
- ★ Corn Sheller
- ★ Hammer Mill

for electrical appliances and conveniences.

It appears safe to predict that these and other factors will continue to exist for some time in the Southwest. Hence, there appears to be good reason that the farmer demand for manufactured goods such as mechanical farm equipment, electrical appliances and building materials, should hold up well during future years.—**R. D. Lewis, Director, Texas Agricultural Experiment Station, College Station, Texas.**

## Alabama

ALABAMA FARMERS have converted rapidly from horses and mules to tractors as sources of farm power since World War II. For example, in 1945 we had only 17,000 tractors in Alabama, but in 1950 we had 46,000. The conversion is still in process. In addition to tractor-operated equipment for land preparation and cultivation, our farmers are also converting rapidly to mechanized equipment for crop harvesting.

Combines are widely used in harvesting crimson clover, white clover, and other seed and small grain crops, and in harvesting soybeans, which constitute one of the principal field crops in the Baldwin County area. To people still accustomed to thinking of combine operations as being typical of the Western grain region, the sight of eight or ten combines in one field harvesting crimson clover or of two or more self-propelled combines in a soybean field may seem strange, but it is no longer an unusual one in Alabama. Corn pickers are replacing human labor in many sections of the State.

Peanuts, a typical Southern crop, a short time ago was reported to be one of the few crops still unmechanized. Cooperative research involving the joint efforts of the Alabama Agricultural Experiment Station and the U. S. Department of Agriculture, along with the co-operation of the farm machinery industry in development, has given us procedures and machines to take a great deal of the human labor out of the job of producing and harvesting the crop. For example, we now have machines that dig, shake, and windrow peanuts in one operation and mobile pickers or combines that pick the peanuts from the windrow.

Cotton is another typically southern crop that still presents a largely human harvesting job in the Southeast. This Experiment Station is cooperating with other southern experiment stations in a regional project looking toward the mechanization of cotton harvesting in the Southeastern hilly land region. Various types of strippers and pickers are being used in the research program. Some spindle-type pickers are now being used in the Southeast, and it is probable that mechanical harvesting of cotton will become more wide-spread as the result of this cooperative research.

The emphasis that has been placed on livestock production in Alabama and other Southern States has brought about the use of other types of mechanized equipment in recent years. Some of the most prominent of these are the one-man hay baler and the field chopper.

Up to this point, mechanization in the South apparently, to a large extent, has followed the migration of labor from the farms to indus-

trial areas and has not been a large factor in causing the migration.—**E. V. Smith, Dean and Director, School of Agriculture and Agricultural Experiment Station, Alabama Polytechnic Institute.**

## Zig Zag Soil Pulverizers Announced by Cleveland

THE ZIG ZAG soil pulverizer with seeding attachment is announced by Cleveland Foundry & Manufacturing Co. Inc., Cleveland, Tenn., for sowing all small seeds, mixed seeds, and (by using special distributor board) lupine, soybeans, peas and seeds of like size.

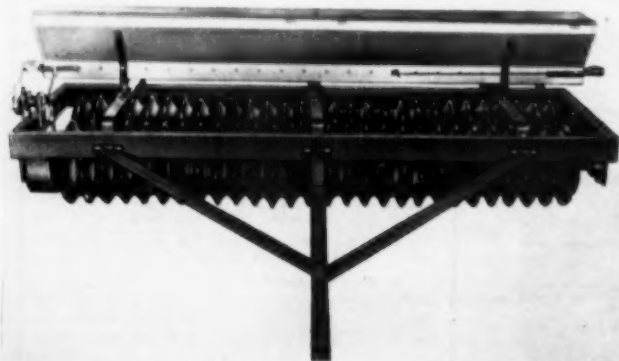
The front row of wheels of the pulverizer prepares the soil, making a seed bed by smashing lumps of earth and forcing small rocks into the ground. The seeding attachment is mounted in center of the machine, where seed will drop between the front and rear rows of wheels. The seeds are distributed by the seeding attachment evenly from one end of the machine to the other. After seed are distributed, the rear wheels cover the seed, firming the soil around each seed to insure quick germination. The unit is said to save 5 to 15 pounds of seed per acre.

The seeder directs seed flow into regularly-spaced holes in the trough base, from where they are carried by movement of an agitator to exit holes.

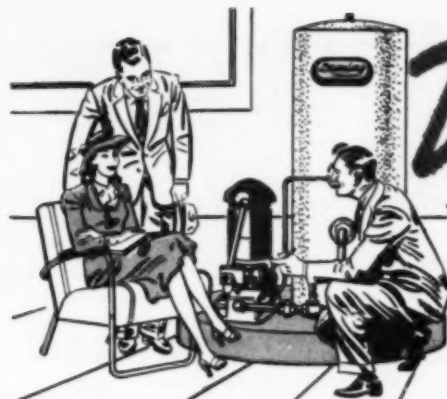
The frame of the Zig Zag is all one-piece, strongly welded and braced together, it was announced. The wheels are cast iron with the patented zig zag cutting edge for better pulverizing action. Wheels are 14 inches in diameter, to withstand the hard bumps of field use. Sixteen bolts are all that is necessary to assemble the machine, with only a few more needed to install the seeding attachment.

The Zig Zag pulverizer is available in three models: 1360 pounds, 1310 pounds, and 1250 pounds. Two seeding attachments are available, with capacities of 2.3 and 5.5 bushels.

The machine is easily pulled with a small belt-driven tractor. Axles run in self-aligning ball bearings, which are sealed against all field dust and grit. When pulled straight, the roller wheels roll with the axle, but when turning, the wheels are free to rotate forward or backward on the axle. This action is said to permit shorter turns and prevent scraping and mounding of dirt on turns.





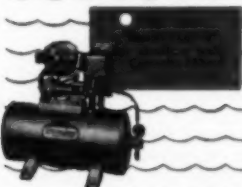


# Deming Pumps

Fig. 4902 Deming Jet Water System for deep and shallow wells. Capacities from 200 to 4500 gallons per hour.



## The Right Type—The Right Capacity— to Meet All Home Needs



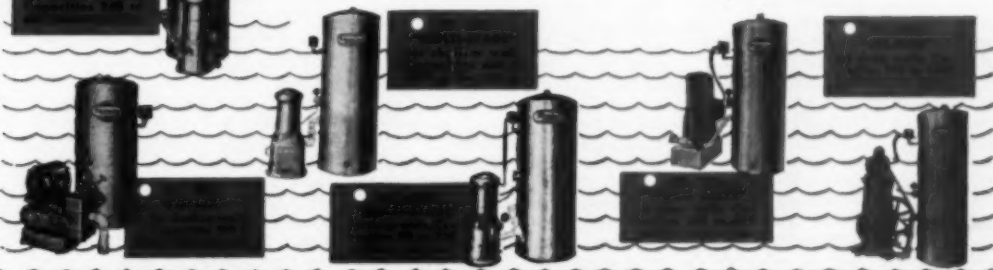
A big slice of the home remodeling market is beyond the city water mains. This is YOUR big market for DEMING WATER SYSTEMS!

When you SELL DEMING—you can SELL ALL... because the COMPLETE LINE includes the right type and the right capacity to meet all needs for home water systems. You can SELL DEMING with confidence in the long-lasting service built into every Deming Pump and Water System. For complete details, write to:

### THE DEMING COMPANY

519 BROADWAY

SALEM, OHIO



## Mechanizing the Southeast's Small Farms . . .

(Continued from page 107)

with mechanical equipment is relatively more difficult than in many other sections of the country. But cotton is likely to continue to be the chief source of cash income on many small farms.

The shift to mechanized farming will require that certain adjustments in production practices be made, because of physical limitations of mechanical equipment now available. One bright spot in the cotton situation for the Southeast is the recent development of relatively low-cost one-row spindle pickers and brush-type cotton strippers. Costs of these machines are coming down rapidly and are approaching the cost of a good combine. If proven successful and produced in volume, the cost of a small one-row spindle picker without the tractor will probably be no more than that of a combine. Strippers should sell for even less. To be successful with these machines, the crop must be produced for mechanical harvesting. Small farm operations must follow the same procedure as larger ones, since the machinery requirements will be the same, regardless of the size of the farm. Every operation from the time the land is selected until the crop is harvested will have a bearing upon the performance of the machines. Practices to be emphasized:

(1.) Selection of Land. Land best adapted to cotton production should be selected. Well planned field layouts will aid in reducing both labor and power requirements. For most efficient use of machinery, rocks and stumps should be removed, broad-base terraces constructed to accommodate tractor operation, and the size of fields increased by eliminating hedge rows and ditches.

(2.) Crop Residue Disposal. Many methods are used to destroy cotton stalks; however, the main objective is to destroy them as soon after picking and to cut them fine enough to prevent interference during planting and cultivating.

(3.) Seedbed Preparation. A well prepared seedbed is especially important, as it influences all succeeding machinery operations. A good seed bed is essential in obtaining and maintaining a good stand. This in turn, results in more uniform plants with less skips in the row. Complete turning of any crop residue well in advance of

planting, elimination of clods, and firming of the soil are necessary.

(4.) Fertilization. High rates of nitrogen usually will produce large plants undesirable for mechanical harvesting. The amount of nitrogen to use for high yields without excess plant growth must be decided by each farmer, based upon his knowledge of the productivity of his soil.

(5.) Planting. The main objectives in planting for mechanical harvesting are uniformity and control of plant size. Close spacing in the drill tends to produce small, uniform plants with short limbs. A spacing of 3 to 4 inches or a plant population of 40,000 to 50,000 plants per acre at harvest time is desirable for mechanical harvesting. This thicker spacing will not affect the yields. Although row spacing may vary from 38 to 42 inches, the center spacing of 40 inches is most desirable.

(6.) Varieties. Many of the commonly grown handpicking varieties are suitable for mechanical harvesting. From tests in Alabama, Coker 100 Wilt and Empire cotton have been found suitable for mechanical harvesting in the areas where these varieties are adapted. Other varieties with similar characteristics should prove equally satisfactory.

(7.) Cultivation. Clean cultivation is important because the weeds and grass in the row are collected along with the cotton. They are difficult to remove in ginning and result in a lowering of the grade. The rotary hoe has proved very beneficial in controlling the weeds and grass in their early stages of growth. It also aids greatly in obtaining a stand after hard rains have produced a soil crust before the plants emerge. Each operation with the rotary hoe may reduce the stand about 5-7 percent. Therefore, thick planting is required to obtain the desired spacing at harvest time. At lay-by time, the middles are left 2-3 inches lower than the row, causing the defoliated leaves to collect in the middles. Thus, the row is left free of leaves, making the lower bolls more accessible to the picker or stripper by permitting the picking mechanism to be lowered closer to the base of the plant. To insure clean rows at harvest time, later than normal cultivation is necessary.

(8.) Defoliation. Defoliation causes the cotton to open in a relatively short time. It prevents lint discoloration from leaf stains, and reduces the amount of leaf trash harvested with the cotton. Dusting with 30-35

pounds of cyanamid dust per acre about a week to 10 days before harvesting has proved in most cases to be a good method of defoliating cotton. The dust should be applied in the evening when dew is expected or early in the morning when the dew is still on the plants. Although good defoliation is obtained, rainy periods may produce second growth before the cotton can be harvested. In such cases applications of defoliant should be staggered.

(9.) Insect Control. A good insect control program recommended for the area should be followed. Insect damage to bolls will lower the picker efficiency.

(10.) Harvesting. To obtain the best results, owners of harvesting machines should pay particular attention to the selection of competent and reliable operators. For maximum returns, the equipment should be used during every possible working period available throughout the harvest season. Regular servicing schedules devoted to lubrication, cleaning of the picking mechanism, and adjustments for the prevailing harvesting condition will prevent many costly breakdowns.

(11.) Ginning. To obtain the best grades, gins must be equipped to handle machine-harvested cotton. The equipment should include a drier, cleaners, burr machine, and lint cleaners.

## Outlook for New Equipment . . .

(Continued from page 115)

mean a steady market for new farm equipment which will move off the lines next year.

It would be unfortunate if any dealer curtailed his sales plans through fear of shortages as it is our basic belief that demands can and will be filled during 1953 if most of the factors on which our prediction is based remain relatively unchanged.—Curry W. Stoop, Vice President and General Sales Manager, Harry Ferguson, Inc., Detroit, Mich.

★ ★ ★

OUR PERSONAL observation is that there will be a critical shortage of farm implements for the next several months. NPA allocations of carbon steel to the Industry as a whole was cut 20 percent for the fourth quarter, and an additional 25 percent is indicated for the first quarter of 1953.

# WHAT

makes **RED BRAND** fence more profitable

## —FOR DEALERS?

**FIRST...** because the constantly increasing demand by farmers for RED BRAND fence makes it a *fast-turnover, steady-profit* item for them.

**SECOND...** because Keystone is continually building the sales potential of dealers through RADIO BROADCASTS, two and three times weekly—and through STATE and NATIONAL FARM MAGAZINES.

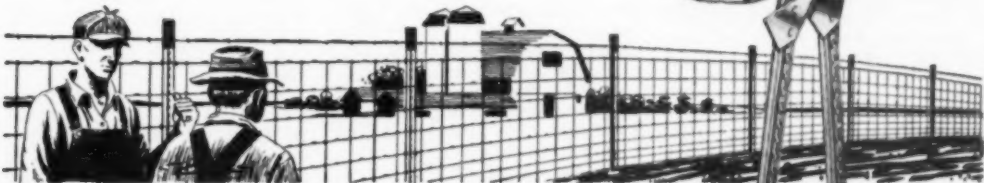
**THIRD...** because Keystone's extensive program of RED BRAND Practical Land Use merchandising, helps these dealers to sell not only RED BRAND fence, but, helps them to increase the net profits from all other parts of their business, as well.

## —FOR FARMERS?

Farmers prefer and use more RED BRAND fence because it gives them a longer-lasting, more economical fence value for their money. The savings they realize mean more profits for them in the long run.

Farmers know that Keystone manufactures RED BRAND in their own mills with the *right* amount of copper in the steel wire to protect it from rust. They also know that Keystone "Galvanneals" RED BRAND for added protection against rust and corrosion. This *double* rust protection makes it a better fence buy for them. That's why farmers insist on RED BRAND fence—why dealers sell more of it, year after year.

Then, too, farmers know, through the Broadcasts, Magazines and direct mail, that the way to get the information about how Practical Land Use can increase their incomes is to see their RED BRAND dealers.



WRITE FOR THE RED BRAND PRACTICAL LAND USE "PACKAGE" PROMOTION PLAN. IT TELLS YOU HOW TO INCREASE YOUR PROFITS THROUGH HELPING FARMERS INCREASE THEIR INCOMES.

**KEYSTONE STEEL & WIRE COMPANY** Peoria 7, Illinois

RED BRAND fence • Non-Climbable fence • Ornamental fence • Corn-Cribbing • Nails • Gates • Keystone Poultry Netting

SOUTHERN FARM EQUIPMENT Section for NOVEMBER, 1952

Raw steel inventories have been reduced to the lowest levels in several years, and, as all incoming steel is being immediately used, there is no chance of replenishment.—**Dan Stephens, Vice President, Sales, King Plow Company, Atlanta, Georgia.**

## Sales and Profits!

(Continued from page 111)

of thought, trying to determine why. It got so you could no longer go into the territory and tell a farmer he should do this or he should do that. And I decided there was one principal reason for the change.

"The older farmers are gone and in their place, at least in our territory, are young farmers. These young farmers are a lot smarter than their fathers were. The young farmers are better educated because they have had better educational advantages—the FFA, all the schools teaching agriculture and farming, the radio and now television.

"These young farmers are not groping like their fathers sometimes were. They are educated, they know how to farm in a modern manner and they are doing a better job of farming.

"So you can't talk down to this modern age of farmers. And on coming to that conclusion, I completely changed my approach. Since then, many more come to the store to close their deals than ever did before. And the idea has been passed along and is kept before all members of the organization.

"We have a sales meeting about once a month, or at least every 45 days, and we have had many discussions on the matter of dealing with different individuals. Our organization has been taught not to use the direct sales approach, and that includes service men, for service men can function as salesmen just the same as the salesmen can."

Jaeger is convinced that another important change has taken place in the farm family. That change has made the farm wife a factor to be taken into account on an equal basis with the head of the family.

"The farm wife of today," adds Jaeger, "is just as smart and well educated as her modern farm husband and she has just as much to say about purchase of a tractor as the man.

"For illustration, on a recent Saturday, a farmer and his wife came in and looked at a tractor and

asked a lot of questions. The following Monday, he came in alone and bought the tractor. They had discussed it thoroughly over the weekend and she had participated equally in that discussion. That's why I say it pays when visiting in the territory to become acquainted with the farm wives, as well as their husbands.

"In this business it's worth a lot to know the people you trade with. You have to be a student of human nature, or, at least, I do. You must recognize that every individual is different."

Jaeger contends that price is no obstruction to the sale as long as the customer knows he will get value and service.

Last July he conducted a Saturday-long demonstration, by the shop foreman, of a new model tractor. Attendance at this demonstration was in support of several Jaeger theories.

By advertising and word of mouth—and perhaps by serving free soft drinks, too—he attracted approximately 500 people to the demonstration. Heads of families, who were registered, totaled 150. Therefore, about eight out of each ten brought wives and children, he argues, indicating wifely interest in farm equipment. And throughout the day-long demonstration only two spectators asked the price of the new model tractor.

Jaeger thinks service cannot receive too much emphasis. Nor the function of getting a new implement started and operating right on delivery. Give a customer good service and he will send a neighbor to buy; neglect that same customer and he will kill three sales.

Dealer Jaeger deprecates his sales performance by pointing to an advantage of his territory.

"Farming is more diversified in this territory," he explains. "There are farms and ranches, stock raisers and poultry raisers. If you keep out in the territory you know what's going on and that there is always someone who needs something."

Yet he concedes that he personally contributes to the diversification of the territory and that he is diligent enough to turn it to his advantage. He further concedes that selling this year has been much more difficult. In his territory, populated almost entirely by people of German and Bohemian extraction, naturally-thrifty farmers were probably among the first to be out of money because of the drought. Spending money, that is,

from which a farmer can be easily parted.

The population of Giddings is 2,200. Jaeger says there are less than 5,500 farmers in Lee county. There are 2,200 on Jaeger's mailing list and the farms are small, rarely over 100 acres. So Jaeger works the usual angles to get prospect names and since he can't personally get over the territory too rapidly, he has service men schooled to keep eyes and ears open and to record in black and white on return to the store, any prospect possibilities existing in a country service call.

A Giddings banker said of Jaeger: "It's his service that makes his sales. If something is wrong with a tractor, for example, he has a man out to that tractor right now. If the tractor can't be fixed in the field, they send out and take it to the shop. No stalling around about service. What Jaeger's customers get is service. That's why there are so many of his machines on the farms around here."

And Jaeger's branch manager says: "He does a lot of demonstrating. Maybe he lets his customers sell themselves part of the time. But he demonstrates all over the territory. I wouldn't want to be a competitor of his."

## Financing

However he does it, Jaeger sells farm equipment. He is not the bustling, dynamic type. To the contrary, he is unobtrusive, pleasant, soft spoken. Perhaps he doesn't talk farm equipment on all those visits into the territory, but in discussing farmers' problems he uncovered one that was his problem, too. His customers have a lurking distrust of big finance companies.

"The factory won't like this," Jaeger smiled, "but I actually found there was definite sales resistance on that score. Around here they just don't like to do business with big finance companies. So now I finance all my deals through one of two local banks, and everybody is happy."

It was 5:30 in the afternoon. That evening Jaeger was to personally deliver a tractor to a customer. It was suggested to him that he would probably welcome termination of the interview, so he could make that delivery and get back home.

"Not such a big hurry," he said. "Plenty of time yet. I'll get out there and get back, maybe by 8 o'clock. I don't mind working. The days are long."



## **AFEM Conducts Annual Meeting in Atlantic City**

**T**HE SECOND annual meeting of the Allied Farm Equipment Manufacturers Association concluded two years of remarkable growth and achievement for this young organization. Approximately 200 short line manufacturers of farm equipment were in attendance in Atlantic City when the general meeting was convened on October 2, 1952, with President Wendell E. Butler of The Galloway Co., Waterloo, Iowa presiding.

In reporting on the achievements of the Association during its first two years and sounding a challenge for its future growth and increasing importance, Mr. Butler called on the members individually to assume the responsibility of helping the Association to help its members . . . to contribute their thinking, their ideas and their energies to make the Association a substantial force in the economy of our country.

Managing Director Minita Westcott emphasized the need for close association of all short-line manufacturers of farm equipment in an organization which can contribute wisely and well toward the reconciliation of the conflicting philosophies held by business and government and the preservation of the American Free Enterprise System.

For the luncheon session, W. A. Matheson, President of Portable Elevator Company, Bloomington, Illinois made a very important contribution to the program in his talk "The Selling Man," which is also the title of a book he authored.

Committee reports developed interesting achievements and outlines for future activities on traffic problems by Chairman C. C. Keller of Empire Plow Company; Wholesalers Relations by Chairman R. W. Loudon of Loudon Machinery Company; the new A.F.E.M.A. Insignia by Chairman E. E. Caum of Babcock Manufacturing Company; and new Activities by Chairman James Ward of Mt. Vernon Implement Co.

The Membership Committee, Chairmanned by B. A. Fuller of Fuller Manufacturing Company, reported that the association was

organized two years ago with 40 members, and this number has been quadrupled in the intervening time, with greater growth assured for the future.

Chairman C. D. Davenport, of Century Engineering Company, presented the report of the Nominating Committee. The election which followed brought to the Board of Directors as new members Lorin J. Badsy of L.M.L. Engineering & Manufacturing Corporation, Columbia City, Indiana; Vernon G. Belt of the Belt Corporation, Orient, Ohio; and J. E. Spaeth of Wyatt Manufacturing Company, Salina, Kansas. Ralph W. Dunlop of Krause Plow Company, Hutchinson, Kansas, and C. C. Keller of Empire Plow Company, Cleveland, Ohio were returned to the Board for a second term.

New officers of the Association are: President Earl Martin, Jr., Helix Corporation, Crown Point, Indiana; First Vice President Robert W. Loudon, Loudon Machinery Company, Fairfield, Iowa (re-elected); Second Vice President B. A. Fuller, Fuller Manufacturing Company, Centerville, Iowa; Treasurer Ralph W. Dunlop, Krause Plow Corporation, Hutchinson, Kansas; and Secretary J. W. Coxon, Mt. Hawley Manufacturing Company, Peoria, Illinois.

One of the outstanding features of the program was the Workshop Panel, during which important subjects of particular interest to the members were discussed from the platform and from the floor. Subjects covered were (1) Coordination of Manufacturers and Distributors Field Sales Forces; (2) Ways and Means of Achieving More Effective Manufacturer-Distributor Cooperation; (3) The Effect of Distribution Costs on Our Industry; and (4) Why Some Companies Do Business Through Distributors and Others Direct to Dealer. Moderating the discussion was J. M. Haire of Standard Steel Works, North Kansas City, Missouri. Members of the panel were J. G. Dean, Wagner Iron Works, Milwaukee, Wisconsin; F. C. Stebbins, Monroe Auto Equipment Company, Mon-

roe, Michigan; Earl Martin, Jr., Helix Corporation, Crown Point, Indiana; and W. W. Wallace, The Belt Corporation, Orient, Ohio.

Features of the program were arranged by W. E. Munnell of Danuser Machinery Company, Fulton, Missouri, who was Chairman of the Annual Meeting Program Committee.

Plans already are under way for the Spring Meeting of the Allied Farm Equipment Manufacturers Association, to be held in April 1953, Chicago.

\*

### **New Organic Insecticides**

*(Continued from page 124)*

sulphur have been recommended. Spider mites are associated with dry weather and whenever dry weather occurs over an extended period the farmer may expect to have spider mite damage.

#### **Cotton Insecticides**

Insect control is affected by the quality of insecticide being used. This applies equally to dust and liquid insecticides.

Regardless of material used, the success or failure of controls depends on proper application and timing.

Aldrin. (2 1/2-0-0 and 2 1/2-5-0) A 2 1/2% aldrin dust at recommended amounts will control boll weevils, thrips, cotton fleahoppers and rapid and tarnished plant bugs. Aldrin will not control cotton aphids (lice), bollworms or spider mites. If DDT is not used with aldrin in early applications, there should be no problems with cotton aphids. Aldrin will give a quick kill of weevils. A mixture of 2 1/2% aldrin and 5% DDT will control boll worms.

Aldrin is compatible with all of the new organic poisons recommended for cotton insect control. If aldrin is washed off in less than 10 hours repeat application immediately; if in 10 or 24 hours, repeat the third day.

Dieldrin. (1 1/2-0-0 and 1 1/2-5-0). A 1 1/2% dieldrin dust at recommended amounts will control thrips, boll weevils, cutworms, cotton fleahoppers and plant bugs. Cotton aphids do not usually build up following its use, unless DDT is included in the mixture. It is better to use dieldrin without DDT early in the season.

Dieldrin is a relatively slow killing poison. It is a preferred material for early season control, especially if cutworms are a prob-



lem. Dieldrin alone is not a satisfactory control for bollworm. Where this insect is a problem, a mixture of 1½% dieldrin 5% DDT should be used.

Gamma BHC-DDT (3-5-0) and Gamma BHC-DDT-Sulphur (3-3-40). This is a mixture of benzene hexachloride and DDT. The benzene hexachloride will give a quick kill of insects. This mixture, when used in recommended amounts, will control boll weevils, thrips, cotton thrips, cotton aphids, cotton fleahoppers, plant bugs, and bollworms. Sulphur is added to suppress spider mites.

Heptachlor. (2 1/2-0-0 and 2 1/2-5-0). A 2 1/2% heptachlor dust at recommended amounts will control boll weevils, thrips, cotton fleahoppers and rapid and tarnished plant bugs. Heptachlor will not control cotton aphids, bollworms or spider mites. If DDT is not used with it in the early season applications, there should be no problem with cotton aphids. Heptachlor will give a quick kill of boll weevils. A mixture of 2 1/2% heptachlor and 5% DDT will control bollworms.

Heptachlor is compatible with all of the new organic poisons recommended for cotton insect control. If an application is washed off in less than 10 hours, repeat immediately; if in 10 to 24 hours, repeat the third day.

Parathion. A 1% dust at 10 pounds per acre will control spider mites and aphids. Parathion is a very dangerous poison but can be used safely, if proper precautions are followed.

Toxaphene. Twenty percent toxaphene dust at recommended amounts will control boll weevils, thrips, cutworms, cotton fleahoppers, rapid and tarnished plant bugs, yellow striped armyworms, garden webworms, and will give control of small bollworms. Cotton aphids usually will not become a problem when toxaphene is used unless it is mixed with DDT or alternated with calcium arsenate. It will not control spider mites or heavy infestations of aphids.

Toxaphene is a relatively slow killing poison. It is a preferred poison to use in the early season, especially if cutworms are a problem. For heavy infestation of bollworms, increase dosage to at least 15 to 20 pounds per acre. Best results will be obtained by using a mixture containing at least 2 1/2% DDT.

For thrip control, use 5 to 7 pounds per acre.

For bollweevil control in mid-season, use at least 10 pounds per acre 4 or 5 days apart.

For boll weevil control at migration time, use 12 to 15 pounds per acre.

#### Sprays

Emulsifiable concentrates (liquid sprays) of aldrin, dieldrin, gamma BHC, heptachlor, and toxaphene, as well as combinations of these with DDT are now available.

In a successful spray program it is essential that good emulsifiable concentrates be used. The emulsion must be stable. After mixing with water, the oil must not separate from the water.

A good emulsion should not cream at top or settle to bottom for at least 20 to 30 minutes after mixing.

The emulsion must be free of trash or foreign matter.

Do not buy a liquid concentrate unless the pounds of technical insecticide per gallon are stated on the label.

Aldrin. For thrips control on cotton just up, 0.08 pound per acre is required. This amount should be increased to 1/4 pound per acre by July for control of boll weevil and other pests, and to at least 1/3 pound in late season or where infestations are heavy. For bollworm control, add 1/2 pound technical DDT per acre. Concentrates containing 2 pounds per gallon are suggested.

Aramite. 0.3 to .6 pound per acre of aramite will control spider mite. Mix 1 gallon of 2 pounds per gallon aramite to 20 gallons of water or dilute with other insecticides for weevil or worm control. Use 3 nozzles per row and make a second application 5 days later.

This is a slow killing material and usually takes 48 hours before we see effective kill. This material is not as poisonous to humans as parathion.

Dieldrin. Dieldrin should be used at the rate of 0.05 pound per acre for thrips control; 0.10 pound for cutworms and early season boll weevil control; and 0.15 to 0.20 pound per acre for mid- and late-season boll weevil control. For control of bollworms add 1/2 pound technical DDT per acre when needed. Concentrates containing 1 1/2 pounds dieldrin per gallon are suggested.

Gamma Benzene Hexachloride. Use 0.10 pound per acre for thrips control of seedling cotton; 0.20 to 0.3 pound per acre for early season weevil control and 0.4 pound per

acre for late season. For bollworm control add 1/2 pound technical DDT per acre. Concentrates containing 1.2 or 1.6 pound per gallon are suggested.

Heptachlor. For thrips control on cotton just up, use 0.08 pound per acre; for early season boll weevil use 0.16 pound per acre; for mid- and late-season control use at least 1/4 to 1/3 pound per acre. For bollworm control add 1/2 pound technical DDT per acre. Concentrates containing 2 pounds per gallon are suggested.

DDT. When bollworm control becomes necessary, emulsifiable concentrates containing DDT should be added to sprays for boll weevil control, or if DDT is used alone at a rate of 1/2 pound technical DDT per acre. With toxaphene, only 1/4 pound DDT per acre is needed. Concentrates containing 2 or 3 pounds of DDT per gallon are suggested.

Tetraethyl Pyrophosphate (TEP P). This is suggested for aphid and spider mites control at the rate of 0.10 to 0.20 pound per acre in ground machines. A concentrate containing 4 pounds of the technical material per gallon is suggested. TEPP is very toxic and should be handled with caution.

Toxaphene. Use 0.80 pound per acre for control of thrips and cutworms on cotton just out of the ground; 1.6 pounds for early season weevil control and 2 1/2 to 3 pounds per acre for mid- and late-season control. For bollworm control add 1/4 pound technical DDT per acre. Concentrates containing 2 pounds per gallon are suggested.

#### Rates of Spray Insecticides

For thrips and cutworm control, apply 1 gallon of diluted insecticide per acre with 1 nozzle per row, using 30 pounds pressure. The nozzles should be 6 inches to 10 inches from top of cotton: In windy weather tip may be as close as 4 inches to top of plant.

For early boll weevil control. On Cotton 12 to 20 inches high, apply 2 gallons of mixture per acre, using 2 nozzles per row and 30- to 40-pounds pressure. Larger nozzle tips require higher pressure.

For mid- and late-season weevil control. On cotton over 24 inches high apply 3 gallons of mixture per acre, using 3 nozzles per row and 40 pounds pressure. Center nozzle should be 6 to 10 inches from top of cotton. Do not allow nozzles to drag through cotton leaves or branches.



F & W Multi-Purpose  
Jet Pump  
Shallow Well Package Unit

the Multi-Purpose Pump  
with NO extra package  
or parts to buy!



## the VERSATILE PUMP that handles deep or shallow wells, regular or high pressure

If your customers are worrying about falling water level, here's the pump that will solve their problem and make you plenty of profitable sales! The F & W Multi-Purpose Centrifugal Jet can be changed from shallow to deep well operation simply by moving the jet off the pump down into the well. And there are *no extra packages or parts to buy*. (With either the popular package unit or with the standard 42-gallon tank.) In shallow-well operation, the standard jet gives high capacities at regular pressures; if you want high pressures with somewhat less capacity you can get the high-pressure ejector *at no extra cost*. (Deep well capacities are certified and proved by individual factory tests.) Here's "the champ" for adaptability combined with outstanding performance. It's a natural for you to stock because it fits so many jobs . . . sells so fast . . . and gives your customers the most for their money in dependable low-cost service! Write for full information today, and check below the other two representatives of the complete F & W line.

F & W Means Flowing Water by  
**FLINT & WALLING MANUFACTURING CO., INC.**  
1119 Oak Street, Kendallville, Indiana



F & W Multi-Purpose Jet  
in deep well installation with  
42 gallon tank.



**F & W VARI-JET Bullet**  
Pumps 40-70% more water . . . uses less electricity than any other shallow well jet pump, thanks to exclusive design patent. Available with or without vertical tank, or as compact package unit illustrated. 1/4, 1/2, 3/4 HP motors.



**F & W Multi-Stage Deep Well Jet**  
Delivers extra capacity. New automatic control valve assures top performance under varying well conditions. Change the rotary seal in 15 minutes with Speed-change cartridge.



**F&W means Flowing Water by Flint & Walling**

# **AGAIN and AGAIN and AGAIN...**

Ferguson has driven home this message of vital importance to farmers throughout North America. The result . . .

1952 was a big year for Ferguson and Ferguson Dealers—the biggest year in our history. More farmers than ever want Ferguson Tractors and Implements. More Ferguson Dealers have profited by this greater demand.

1953 looks even better—to a Ferguson Dealer. How does it look to you? Could be that 1953 is the year for you to become a Ferguson Dealer.

Perhaps the Ferguson Franchise is available in your territory. Surest way to find out is to discuss this with the nearest Ferguson Distributor. Or write Harry Ferguson, Inc., Detroit 32, Michigan. Make this important step your New-Year Resolution.

*The Franchise with the Future is*

# **FERGUSON**



# BIGGER

- ★ in power
- ★ in performance
- ★ in economy

## THE FAR MORE POWERFUL FERGUSON "30" is the ONLY tractor that can have the famous FERGUSON SYSTEM with <sup>Exclusive</sup> **SSC** SUCTION-SIDE CONTROL

Without question, the most sensational . . . the most talked-about tractor to be introduced in many a year . . . is the far more powerful Ferguson "30". It has established standards of performance that are yet to be equaled . . . by *any* other tractor!

And this performance was largely made possible by the world-famous Ferguson System . . . with exclusive *Suction Side Control*.

If you are thinking of buying a new tractor, we urge you to take this vital step before you buy . . .

Talk to farmers who already have bought the Ferguson "30" . . . who switched from

other makes once they saw what *this* tractor could do for them. Talk to the Ferguson Dealer in your community and ask him to explain the vital importance of *Suction Side Control* . . . and to *demonstrate* it!



### *This Booklet Tells the Story*

Your Ferguson Dealer has an interesting and informative booklet for you. It is called, "*The Inside Story of the Ferguson System with Exclusive Suction Side Control*." Ask for your copy and read it from cover to cover. You'll be glad you did!

**F E R G U S O N   T R A C T O R**  
and 63 Ferguson System Implements

## The Coming Revolution

(Continued from page 138)

plants while their roots explore the crevices for water and soluble plant food.

Soil is alive, truly, actually, and literally alive.

Experts in the future will "design" each soil by manufacturing it to suit the crops it is to produce. The so-called available fractions of calcium, magnesium, potassium, iron, zinc, copper, manganese, and cobalt are held in the soil by electrical attractions to the surfaces of the clay crystals. This ability of a soil to retain positively charged ions by virtue of the electrical properties of its colloids is termed its base exchange capacity.

So that you may not think that this is theoretical, my laboratories are now manufacturing for a client blood plasma substitutes based upon bacteria from the soil applied to sugar to produce this new material to save your life. The soil is a wonder land of bacteria, chemicals, metals, fungi and of enzymes that control the life of man and beast in cooperation with solar energy.

We are rapidly abandoning our old notion that a farm is only for the purpose of producing food. Medicines and drugs, cosmetics and industrial chemicals and a vast range of other industrial products have their start on farms.

Chlorophyll from alfalfa is a current spectacular example. The citrus industry is finding that it is really a great chemical industry for producing from its terpenes and glucosides, dyes, antibiotics, industrial finishes and a host of new products.

New agricultural implements will have to be built for these new purposes. The exact character of these crops will depend upon soil manufacturing, trace chemical adjustment and the harvesting of crops on a large scale with very complicated machinery to produce the industrial semi-fabricated raw materials industry is increasingly demanding.

We have a long way to go with the agricultural industry in producing satisfactory means of applying to soil and crops the vast array of new chemicals for controlling pests, insects, bacteria and weeds. Mechanical problems of the first order are introduced including the problems of corrosion, protection against poisoning of personnel and mechanical methods of

handling the chemicals for loading and unloading them into the machines and use of them. The art of liquid fertilizers is just a faint beginning.

There is no question in the next 15 years atomic energy will revolutionize your business, both in metallurgical composition of the steels, irons and non-ferrous metals, but in the power plant that will pull your implements and drive them. But right now, the advent of diesel power and hydraulics is here with interesting results.

In this agricultural implement revolution, your implements are going to be increasingly complex machines that will carry their own power plants and conduct manufacturing right on the ground. The modern combine, hay harvesters and balers and the modern dehydrating and drying machinery all forecast what is going to happen.

With high freight rates and shortage of labor on the farms for handling of crops, it is obvious that the smart thing to do is to do as much of the manufacturing of

the crops to put them in the form for human food, animal food or industry in one continuous operation on the ground to save labor, time and freight.

This will be done with new machines that you make or will make. In a moment, you are going to see where this is going to bring us.

This metal revolution is going to provide new, stronger and much lighter materials. The manufacturing of the soil will eliminate largely the old time necessity of heavy agricultural implements supplemented with a pile of rocks to keep the tools in the soil, because making agricultural implements heavy is just a confession that the fundamental problem of soil mechanics, cultivation, and harvesting has not been solved. The new machines will have the most modern light weight metals.

My prediction is that the electrical industry is going to move into the power plant agricultural field and into soil treatment. There is no reason why the diesel electric principle cannot be applied to future farm motive power and power source for operating the coming agricultural manufacturing machinery. We already have the electrical tools for doing this job, in the same way that the railroads throughout the world have been revolutionized by diesel electric. I predict that high frequency electrical power will some day be operating our farm machines.

I predict high frequency will take the place of many chemicals in insect control. Every time you change the motive power and change soil mechanics and meet the necessity of higher production, you will have to build new types of agricultural implements and abandon the tradition of your industry that was born in the blacksmith shop and in the cast iron foundry. The highly specialized new steels and non-ferrous materials with modern design and modern motive power will force this change.

Farms are growing in size while manpower is going down. Technical ability, education and managerial skill of the young farmer is going up. He is a top college graduate with a superb managerial and technical education unequalled by any other college graduate for its combination of technical training, practical experience and economic independence as an operator. I visualize this future farmer of America will

### PUBLISHER'S STATEMENT

Of Southern Hardware, published monthly at Dalton, Ga., for October 1, 1952.

Before me, a Notary Public in and for the State and County aforesaid, personally appeared O. A. Sharpless, who, having been duly sworn according to law, deposes and says that he is the Business Manager of the Southern Hardware, and that the following is to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication, for the date shown in the above caption required by the Act of August 24, 1912, as amended by Act of March 3, 1933, embodied in Section 537, Postal Laws and Regulations, printed on the reverse side of this form, to-wit:

1. That the names and addresses of the publisher, editor and business manager are:

Publisher, W. R. C. Smith Publishing Co., Atlanta, Ga.

Editor, Ralph E. Kirby, Atlanta, Ga.

Business Manager, O. A. Sharpless, Atlanta, Ga.

2. That the owners are: W. R. C. Smith Publishing Co., Atlanta, Ga.; Estate of W. R. C. Smith, Atlanta, Ga.; W. J. Rooke, Atlanta, Ga.; O. A. Sharpless, Atlanta, Ga.; T. W. McAllister, Windermere, Fla.; E. W. O'Brien, Atlanta, Ga.; J. C. Cook, Atlanta, Ga.; R. P. Smith, Atlanta, Ga.; Mrs. E. L. Philpot, Atlanta, Ga.; A. F. Roberts, Atlanta, Ga.; S. J. Jones, Atlanta, Ga.; W. C. Herbert, Atlanta, Ga.

3. That the known bondholders, mortgagees and other security holders, owning or holding 1 per cent or more of total amount of bonds, mortgages, or any other security holders are: None.

4. Paragraphs 2 and 3 include in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs above show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner.

O. A. SHARPLESS  
Business Manager.  
Sworn to and subscribed before me this 1st day of October, 1952.  
SERA J. JONES, Notary Public.  
My commission expires February 23, 1954.



# **CONTEX** The Greatest Air-Cooled Engine Advance in YEARS IGNITION ASSEMBLY...

MODEL AC-4 ENGINE  
ILLUSTRATED



*Now Available*  
ON ALL

## **CONTINENTAL RED SEAL**

### **MODELS**

*Cuts  
Servicing Time*  
**W-A-A-Y DOWN**

#### **DOUBLES LIFE OF POINTS AND SPARK PLUGS**

Instead of wasting every other spark, as in engines with conventional flywheel type magneto, they function only on the firing stroke; hence wear on both is reduced by 50 per cent, and useful life correspondingly lengthened.



POINTS AND CONDENSER  
INSTANTLY ACCESSIBLE FOR  
ADJUSTMENT OR INSPECTION

On models of AU Series only, Contex Ignition is available in conjunction with fly-weight type governor, also camshaft-driven, housed under same quick-removable cap.

*Continental Motors Corporation*

AIR-COOLED INDUSTRIAL ENGINE DIVISION

12800 KERCHEVAL AVENUE • DETROIT 14, MICHIGAN



no longer ride a tractor and beat out his brains and bottom bouncing on the irregular surface of a variety of recalcitrant soils and using his brawn instead of his brains to manufacture his soil, harvest his crops and handle his animals.

We now have in practical operation all of the electrical, radio and electronic equipment, well within the price that any good-sized farm could afford, to put a robot control on every farm implement and control it from a central place without the farmer ever touching the implement. Such controls will permit the implement to operate as they do now and come to rest when the field is completed. The farmer can occupy a central control station where he can insert a chart of the field to be operated upon and with that chart determine the speed, the width of the area being treated such as the depth and width of the furrows, the character of the soil, etc. By inserting this chart in the machine and throwing the switch, the implement will go to work and the job will be done. As a matter of fact, it can be done right now for not an unusual amount of money.

There is no common sense, with the shortage of brawn, and with highly trained young farmers, to continue the pack horse idea which has driven so many fine young men from the farms to the cities. That reversal of migration and this upgrading of labor is the hope of your industry, due to the educational policies of our agricultural colleges.

You will note that I have not mentioned as yet, speed (note chart). Modern tractors are constantly increasing speeds and you are increasingly trying to keep up with this increase. I predict with farms of greater size and robot controls within the next 10 years and the advent of very complex machines, your industry will be met with a technological revolution in design, new kinds of machinery and engineering.

Let me emphasize that what I state is entirely practical. Our laboratories now have many of these things being practically developed for many industries and working successfully. We have others on the board that are even more advanced.

Many of my patent law clients in the industrial field are likewise making such advances. All of these people are practical operators with a sharp eye for a satisfactory bal-

ance sheet. They believe in "hard-nosed" industrial planning and development of new products.

Here is your opportunity to go and do likewise and I do not doubt that many of you have already done so in very great degree.

Your opportunity in this industry for success and profit is no less than extraordinary with the vast Southland substantially untouched as to its productive capacity and as to the demand for that capacity due to the enormous population and industrial growth of this area.

You have a vast market. 30,000 people attended Ohio's plowing contest this year. 100,000 attend the national plowing contest.

Let me illustrate. Two-thirds of all the poor farms earning less than \$250.00 a year are in the South. Only one-third of the nation's farms earning over \$10,000.00 per year are in the South. The hope of your industry in the South is to convert your farms into larger units which can afford to buy your tools. To do that, Southern agriculture must be able to justify to its investors in farm land and to agricultural college trained men that Southern farms, mechanized and modernized, will produce handsome returns. The great plantations of the South will return.

With the growing size of farms, the growth of mechanized farming bases on chemistry, antibiotics, electricity, and enzymes, we must have the following agricultural developments and machinery with which to do it:

(1) Mechanisms to manufacture standardized soil, treat it chemically, bacteriologically and enzymatically.

(2) Composite self-powered mechanism for seeding, fertilizing and cultivating in a single machine.

(3) Composite mechanisms, self-powered, for harvesting and manufacturing farm products in one operation.

(4) Convert the farm from food only to a manufacturing line in producing chemicals, antibiotics, pharmaceuticals and new basic materials for industry, all requiring new types of farm tools.

(5) The use of high frequency electronics for a soil, weed and pest control to supplement chemical and enzymatic treatments.

(6) The utilization of robot machines, radio and electrical controlled, to cut costs and save manpower.

(7) Mechanisms for utilizing

solar energy for agricultural growth, for power plants, for pumping for irrigation and the like.

This article is based on excerpts from an address to the SFEM annual convention.

♦

## The South . . . America's New Cow Country . . .

(Continued from page 109)

is replacing the old fashioned fair. Southerners are becoming cattle-minded!

The 10 top states in the nation in the percentage gains of beef cattle during a recent year were, in the order listed: Alabama, Georgia, North Carolina, Florida, Louisiana, Arkansas, Mississippi, South Carolina, Tennessee, and Oklahoma. The order of the states changes from year to year, but for seven years the Southern states have competed with each other for top places in cattle gains.

Last year, the South made a 4 percent greater gain in cattle population than the second-ranking region of the United States.

Southerners went into the cattle business in a serious way at the right time. Cattle prices have been increasing. The value of cattle on southern farms today is 2½ billion more than in 1945. Of course, prices will not continue to go up forever; but there will be little, if any, decline in the nation's demand for meat.

### Gains in Milk Production

Never has the South had so high a percentage of the nation's dairy cows as it does today. This is fine, since milk producers rank high in earning.

Milk sales are now annually \$400 million more in the South than 10 years ago. They are currently going forward at the average annual rate of \$60 million.

Let's check the progress of a few states:

Alabama added 17,000 to its milk cow population last year. Cash sales from milk have increased in the "Cotton State" 100 percent in 10 years.

North Carolina has 30,000 more milk cows than in 1946 — production per cow is 560 pounds more each year than it was 6 years ago.

In Tennessee, milk is the No. 1 source of farm income. Farmers in the Volunteer State are milk exporters — they ship to many of the South's large cities, including

Birmingham, Mobile, and New Orleans.

Here's the record for Kentucky — one of the nation's top 15 milk producing states: Increase in milk cows in 10 years, 111 percent; gain in milk sales—in dollars, 329 percent.

#### Mules Decreasing

The South is gaining in all livestock — except mules.

Mules are decreasing at the annual rate of about 175,000; this trend will continue until, ultimately, there will not be one left. This will be true, because breeders will quit producing them.

Mules are feed-consuming; they are expense items of farms. Every mule sold can be replaced with an income-producing animal unit — a cow, several pigs, 100 chickens.

#### A New Poultry Industry

Poultry gains have been gigantic. Georgia's farmers grossed more than \$100 million from poultry last year; earnings for 1952 may be higher. This income, like that of farmers in Mississippi, Arkansas, and other states, is mainly derived from the sale of frying-size chickens. This is a new business; it did not exist, except in an incidental way, until about 15 years ago.

Prior to about 1935, chickens were kept only to lay eggs. Frying-size chickens were on the market only in the spring and summer months, as male birds were discarded from flocks. Then, some person with imagination asked himself: "Why not grow chickens to eat? Why not grow out several hatches a year?" In answer to such questions a new industry — the Broiler Business — was born.

Today, the South produces 3 out of every 4 of the broilers sold on the markets of the nation.

Poultry gains will continue. The enterprise fits the small farms of the South. Soon the South will — for the first time in history — become a factor in the nation's egg markets. Opportunities are unlimited; with the possible exception of Kentucky and Virginia, no state in the South now produces enough eggs to supply its own needs.

Merely to make the South self-sustaining in egg production, it is necessary to add about 25 million layers to the flocks in the region. This will be done.

Southern farmers are on the way toward balancing crops with livestock. This means a better, sounder system of farming; it means better and wiser use of land.

American farmers, as a whole, earn 60¢ of each \$1 from livestock and livestock products. Several decades ago, the South with half the nation's farmers, earned only about 20¢ out of each \$1 from these sources; 10 years ago, they earned 34¢; now they earn 44¢.

The goal is at least 60¢; it can be attained without taking a single dollar from the income derived

from crops. The goal can be attained by adding 1¢ a year to livestock earnings for 20 years, or 2¢ for 10 years, or 4¢ for 5 years.

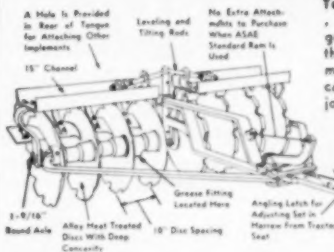
Since "nothing succeeds like success" we will move forward faster in the future than in the past. And out of the emphasis on cattle and grass we are building a new farming pattern to replace the old one that has been outmoded by the almost universal use of power machinery.

Of greatest importance is the fact that Southern farms are getting larger. Little farms make lit-

## Farmers are BUYING Athens Harrows



### are you SELLING them?



Yes, farmers are buying Athens Harrows . . . buying them because of their ruggedness and dependability . . . buying them because they contribute toward more farm profits . . . buying them because Athens fine implements "get-the-job-done." Aggressive dealers are featuring the Athens line for greater volume, greater profits and repeat sales. Are you selling Athens? If not, we invite your inquiries.

#### ATHENS PLOW COMPANY

The Athens Series "G" Harrow illustrated is manufactured in 8 and 10 disc models with 26" discs and Timken Roller Bearings.



ATHENS, TENNESSEE

the incomes, as a rule.

In terms of American history, most of the South's farms are old. The pattern was set in the days of hand labor. This pattern became obsolete with the development of power machinery. Incomes will increase as the pattern changes, that is, as farms increase in size.

Today, the South's typical farm is 19 acres larger than 10 years ago. In Texas, farms average 100 acres larger than in 1940; in Florida, the increase has been 76 acres. Only in North Carolina, the tobacco state, are farms smaller than when the census of 1940 was taken.

As farms increase in size, more and more land is devoted to grass. This means more cattle. It also means soil improvement and higher yields of "cash crops" per acre. Both — more cattle and higher crop yields — mean better markets will be found in THE SOUTH — AMERICA'S NEW COW COUNTRY.

### **Southern Outlook for Power Farming Expansion**

(Continued from page 116)

in the future. Just how soon that will be depends on drought conditions. If we have moisture, this is as good an agricultural area as there is anywhere.—C. W. Baker, Branch Manager, Allis-Chalmers Manufacturing Co., Amarillo, Texas.

THE SEVERE DROUGHT in Texas which has now passed the second full year will lower farm income considerably in 1952, as compared to the years 1950 and 1951. While rains recently have improved pastures and future prospects for better crops in some areas, a large part of the state is still seriously deficient in moisture. In spite of unfavorable crop conditions at present, farm machinery dealers who are actively working for sales are maintaining a satisfactory sales volume.—W. D. Barry, Division Manager, Minneapolis-Moline Co., Dallas, Texas.

WE HAVE HAD 27 months of drought, which is the longest general drought we have had in many years. I think the previous record was 24 months. The brightness that comes from a drought such as this is that the farmers must keep on farming, using the tools of their trade, and of our manufacture,

in conditions that are harder on equipment than would be the case in normal conditions, so a backlog is being built up that should make the farm equipment industry a very attractive one sometime in the not too distant future.

I think all dealers of farm equipment in the South have suffered from the absence of sales, and such being the case, sales possibilities will accumulate and those dealers keeping in constant touch with their trade will reap a reward that is far beyond the expectations of most dealers at this present time.

I think however, that it is going to take 1953 and 1954 before we get the full upswing, as a crop is necessary for 1953 to satisfy the loans of the bank made in the last two years before farmers will be encouraged to buy new equipment.

What the South can produce with moisture is evidenced in the midst of this drought period where irrigation is practiced. Where we find a crop in abundance, an excellent price, banks and finance companies are receptive to farmer loans and even encourage the purchase of farm equipment.

My remarks are based on the premise that the drought will be broken and it, therefore, behooves both the manufacturer and the local dealer to be alert and "keep our powder dry" and know where to put what when the time arrives.—F. R. Shultz, Branch Manager, J. I. Case Co., Dallas, Texas.

### **Oklahoma**

IN SPITE OF the worst drought in many years, which has cost Oklahoma its 1952 corn, cotton, hay, feed, peanut, grass and winter pasture crops and has necessitated record breaking marketing of livestock, we expect a more normal return of moisture conditions to bring a record year for us in 1953.

Charles Evans, Branch Manager, Allis-Chalmers Manufacturing Co., Oklahoma City, Oklahoma.

### **Georgia**

OUR BRANCH COVERS approximately six of the southeastern states. The drought last summer has been quite severe over most of this area, which curtailed all crops to a certain extent but was most damaging to corn, pasture and hay crops.

This condition has naturally af-

fected the sales prospects for the fall months and will have a detrimental effect on total volume for the 1953 year.

Some portions of our line are more active than others. Our drill sales have been exceptionally good, and there has been a good demand for forage harvesters.

Most dealers anticipate a revived demand for most lines of equipment, as farmers complete their arrangements for the 1953 operation.—L. S. Devoe, Branch Manager, J. I. Case Company, Chamblee, Georgia.

### **Virginia**

AS THIS WRITER sees it, the prospects for farm equipment in the South is unlimited for the "long pull." Mechanized farming is now with us to stay and due to the shortage of labor the Southern farmer will just have to buy the proper equipment to compete with others who now have it.—F. A. Summers, Branch Manager, The Oliver Corporation, Richmond, Va.

### **Young Promoted at A-C Atlanta Branch**

FRANK YOUNG is now assistant manager of the Atlanta, Ga., branch, Tractor Division, Allis-Chalmers Manufacturing Co., according to an announcement by



Frank Young

Frank Mussell, vice president and general sales manager. He has been sales manager at the branch since 1945.

Mr. Young started as a blockman in Atlanta for Allis-Chalmers in 1944. He had several years experience in the retail and wholesale farm machinery field in Oklahoma prior to that time.



## Saving Seed for Saving Soil . . .

(Continued from page 128)

inders, (b) rubber facings on angle bar and feed plate to prevent cracking, (c) a cylinder as wide as the swath, (4) a ground-driven reel, and (5) auxiliary engine power.

(2.) How combine settings for grass seed differ from those for small grain. Grass seed require (a) less forward speed, adjust with width of swath to keep cylinder evenly loaded, (b) less air blast, (c) lighter feeding, (d) less cylinder speed. A high cylinder speed generally is not necessary. It creates an air blast that may blow over a lot of grass seed in the straight-through type machines, (e) cylinder-concave setting about the same as for small grain.

(3.) Precautions to take in harvesting grass seed: (a) Check "fill" of seed in the field. Often a field with apparently a good potential yield of seed is a disappointment because of a lack of "fill" in the heads. (b) Learn whether crop is in threshing condition. (c) Set header or sickle bar to cut above grass leaves, but with as long straw as possible below the heads. This will keep out green material, which

tends to clog and gum the machine. (d) Set cylinder-concave as wide as possible to still thresh out seed. (e) Reduce air blast to point where no seed is blown over. (f) Adjust chaffer vanes to obtain even flow of material. (g) Check shoe sieve, if used, to see that holes are open. (h) Do not try to do a thorough cleaning job with combine equipment. Save all the seed possible and depend on regular seed cleaning equipment for re-cleaning. (i) Do not allow seed to heat. Most freshly harvested seed contain moisture and, if considerable green material is in the seed, the moisture content will be high. The seed should be "scalped" as soon as possible to remove green material or any foreign matter. This can be done by running the seed through a cleaner or re-running it through the combine as a stationary cleaner. Spread the seed in thin layers, not more than 4 inches in depth, to hasten drying.

### Harvesting Legume Seed

Problems in harvesting legume seed differ from those of grasses mainly in cutting and elevating and threshing. Crimson, red, la-

dino, and white clovers, and sericea lespedeza are usually the most difficult to harvest.

If the clovers are grown on fertile land and not grazed, they will very likely mat down at maturity. Direct combining under these conditions is difficult and seldom satisfactory. Windrowing by the use of a mower with windrow attachment may be done before seed are fully mature. The windrow attachment for the mower is recommended in preference to a side delivery rake, in that it leaves the material in a light, fluffy condition that aids in curing and makes it easier to thresh than the tight "rope like" windrow made by the side delivery rake.

Under average growth conditions direct combining can be practiced. Some pointers in direct combining of legumes are:

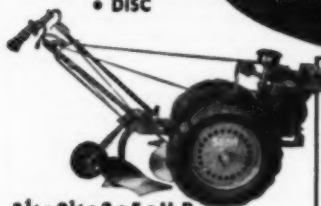
(1.) Prepare good seed bed as smooth as possible, free from large rocks, stumps, and other obstructions. Most legumes are low growing and the combine header will have to be operated close to the ground to get seed heads.

(2.) The low-growing clovers and annual lespedezas tend to accumulate on cutter bar and move up ele-

## COMPLETE LINE . . . BIG MARKET

**EXACT POWER  
CUSTOMERS  
WANT!**

**PLOW • HARROW  
SEED • CULTIVATE  
• DISC**



**1½ • 2½ • 3 • 5 • H.P.  
WALKING TRACTORS**

for all large and small Gardening. Sturdy, extra strength construction for power and traction. Variable speed transmission, individual gear tool controls. Model shown is 3 H.P. with 10" plow.

### NATIONALLY ADVERTISED

Widely used in every state and in foreign countries. SHAW is Best. Most Profitable Complete Line to Sell!

# SHAW

"DU-ALL"

## GARDEN and SMALL FARM TRACTORS

### Opportunity Knocks!

Dealers make EXTRA MONEY on tools and power take off Attachments for all models!

### NEW SAW ATTACHMENT

Fells Trees, Cuts Wood and Weeds. It sells itself!



**50  
SUCCESSFUL  
YEARS!**

**SNOWPLOW  
BULLDOZE • MOW  
SAW • RAKE**



**5 • 8 • 12 • H.P.  
RIDING TRACTORS**

That Will Handle Good Sized Farm. Lowest cost power. Handles 10, 12, even 14-inch plows. Cultivates, mows, rakes, does dozens of other jobs with ease. Works astride or between 42" rows. Uses Power Take Off Pulley.

### OPENINGS for DEALERS

Write for Free Literature, Full Details, Prices and Information on Dealerships

A PIONEER IN THE GARDEN TRACTOR INDUSTRY

**SHAW MANUFACTURING CO.**  
8311 Front St. Galesburg, Kansas



vator canvas in bunches. To overcome this condition, use a six- or eight-slat reel. Also attach flaps, such as rubber or canvas belting; stable broom straw (see diagram) to brush accumulated material onto elevator canvas. Extension or "lifter" guards are sometimes used on the cutter bar to lift down material when windrowing is not practiced. Reduce forward speed of combine in heavy growth. These adjustments will insure uniform feeding to the cylinder, prevent clogging on cutter bar and elevator, and result in a good job of threshing.

(3.) Small seeded legumes, such as the clovers, require a high cylinder speed to thresh and separate the seed. This is especially true of crimson clover. It is one of the most difficult crops to thresh. Its seed pods are enclosed in a tough hull, which is difficult to tear apart. Cylinder speeds of 1500 to 1600 r.p.m. are required in contrast to 750 to 1000 r.p.m. for grains and grasses.

Other adjustments necessary for crimson clover are: Close spacing of cylinder and concaves with a full set of concaves; careful attention to separating and cleaning parts to prevent clogging and obtain good separation.

(4.) *Sericea lespedeza* seed ripen before frost under normal conditions. While the stems and leaves are still green, a heavy frost followed by wind will cause heavy losses due to shattering. To combine direct before frost necessi-

tates running a lot of green material through combine. A cylinder speed of 1000 to 1200 r.p.m. is generally satisfactory. In order to get the green material through the machine a wide spacing between cylinder and concaves is necessary.

(5.) Lupines are easy to thresh and clean, but are bad about shattering. Use a ground driven, four-slat reel and reduce cylinder speed to 750 to 1000 r.p.m.; cylinder spacing 3/8 to 1/2 inch.

The legumes described are the ones most commonly grown and harvested for seed in the Southeast. Others can be harvested with similar adjustments with some exceptions.

### New 3-Point Hookup with Variable Draft

THE WESTERN STATES Equipment Co., Golden, Colo., announces the Westate Variable-Draft 3-point hookup for tractors.

Variation of the draft can be made immediately by the operator from the seat during use, to meet differing conditions of soil as they are encountered. By means of this hydraulically operated shift, the drag link can be given an upward or downward direction of pull at will. When the drag link is pulling upward, the weight of the soil is taken through the implement to the tractor, thus increasing the traction. When the direction is downward, the weight of the tractor is transferred to the imple-

ment. The adjustment permits any degree of variation between "up" and "down," and the operator, according to the manufacturer, soon learns how to achieve the most satisfactory positions for all variations of soil as he moves across the field.

The Westate Variable-Draft 3-Point Hookup was originally developed for use on the Westate Land Leveler, but it has proved equally effective on many other types of implements such as scrapers, bulldozers, terracing blades, chisel plows and disk plows, the manufacturer announced.

### Eliminating Trade-In Losses . . . . .

(Continued from page 119)

advance. There was considerable satisfaction for me in that deal, without looking at it from the monetary view. When a farmer insists upon paying full price in advance on an expensive piece of equipment to be delivered almost a year later, that is a rather emphatic demonstration of confidence in the business operated by Vieth Brothers."

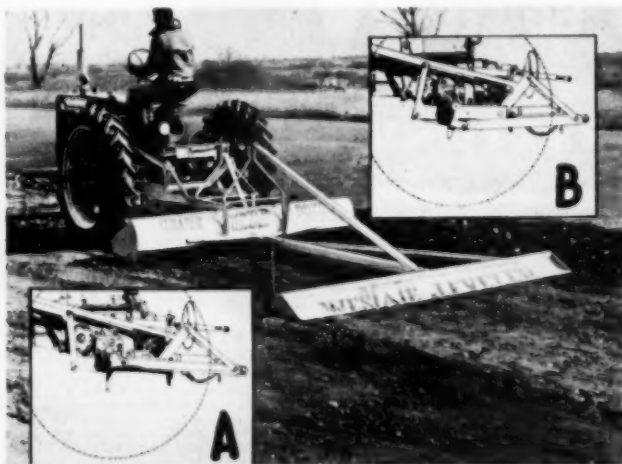
By all the Vieths, Herbert is conceded to be the boss. There are five brothers and one sister in the business, which is owned by four—Herbert, Elmer, Alvin and Milt.

If there were titles, which there are not, Herbert would have the handle of general manager. Elmer could be identified as mechanical superintendent, for he no longer spends enough time in the shop to be rated as shop foreman. Alvin is a salesman and also does some farming, and Milt is the farming brother, taking on the responsibilities of operating the thousand acres the Vieths have under cultivation.

E. L., the fifth brother, says he is merely an employee, but he personally tends to store details and could easily command the title of assistant general manager. The sixth Vieth is Aurelia, the sister, who actually has the title of parts manager and secretary. Furthermore, she is considered by her brothers to be the best parts manager in the business, anywhere.

In addition to the Kingfisher implement business, the Vieths are in livestock and have a partnership interest in a dealership in El Reno.

Publicity-shy Herbert was somewhat reluctant to talk about the Vieth business but, cornered in an upstairs office, with an occasional assist from E. L., he recalled how



Westate land leveler being operated with a Westate Variable-Draft 3-point Hookup. (A) drag link in an "up" position. (B) Drag link in a "mid" position

the Vieths graduated from farming into the farm equipment business.

They were trading and transporting horses throughout the country and in this traffic would trade for anything, including farm equipment. They also realized that if they owned a dealership they could economize on purchase of their equipment. For that reason they took a franchise, never expecting to become the big operators they are.

"So even now we will trade for just about anything," said Herbert. "But as far as farm equipment is concerned, our overall rule is to get all that a used piece of farm equipment is worth."

"Some dealers trade cheap and sell cheap. For illustration, let's say a dealer takes in a tractor on trade and allows \$300. Now, I have in mind a transaction by a dealer I won't identify, but some dealers think they are doing all right if they sell such a tractor for \$300, mere for the sake of a quick turnover."

"Actually, the tractor used in this illustration should sell in this territory for six or seven hundred dollars, sometimes more. So the dealer, although he may take no

actual loss on that transaction, passes up an opportunity for profit on one deal that would help eliminate losses on some other deals. Why not get all it's worth? That's better than trying to get six or seven hundred out of three sales."

Herbert thinks a big inventory in used equipment is quite necessary to successful operation.

#### Out-of-Town Customers

"Farmers come here to look at used equipment from long distances," he explained. "First, they come to Kingfisher because there are so many dealers here. They know if we don't have what they want, another dealer might. More especially, they come to Vieth Brothers because, if they are interested in a used tractor, they know they can look at 15 tractors, not just one or two."

E. L. broke in on the monologue when Herbert paused.

"You don't dare be conservative in the implement game," E. L. pointed out. "You have to do a big volume."

"That's right," agreed Herbert, "and there is another rule I find is a good one to fall back on quite

often. That rule is that I can say 'No' and refuse to trade if I don't like the deal as offered. Especially when the farmer is trying to sell me his used equipment instead of me trying to sell him."

"Some dealers think they just have to trade when a trade is offered them. But you can sometimes get the deal the way you want it if you refuse to trade the farmer's way."

"I've had farmers try to sell me. They have told me that another dealer has made them such and such an offer and I say, 'Well, if you got that kind of an offer, if I were you I would go over there and make the deal. It looks like a good deal for you and it's a better deal than I can make you.'"

"Oftentimes, if you flat turn a farmer down like that, he begins to hedge and the ifs begin coming out. And eventually you find out he'd rather have your equipment and intended buying your equipment from the start and was only trying to drive himself a good deal."

Another thought occurred to E. L. and he interjected it.

"Half of our stuff is sold, not because of its brand name, but be-

## INSTANT DELIVERY ON MT. HAWLEY ELEVATORS FROM 13 STATE WAREHOUSES

Don't be afraid to recommend Mt. Hawleys to your "last minute" buyers. Adequate jobber stocks are carried from east to west, north to south. One day shipments are made from these and factory inventories. Wire for location of nearest stock to you and you'll get a phone call or wire answer.

Only genuine "Thick-Coat" galvanized steel is used. And remember, Mt. Hawleys are made up from precision-built, assembly-line sub-assemblies. Thus, from one nominal stock, you tailor make an elevator exactly suited to each farmer's needs. Lengths vary from 26 to 54 ft. in 2-ft. multiples. Main elevator has #55 or #62 steel chain. 2 lengths of "easy-tilt" feeders. Electric motor, gas engine, PTO shaft or tractor wheel drives—all Mt. Hawley engineered and fitted. Bale Chutes, Shovel Hoppers, Roller Bearing spouts,—everything to make up an all-purpose, all-territory elevator.

In the Mt. Hawley you have it all — Reduce your lines and inventory investment.

Be sure to learn about Mt. Hawley's extra-long, "Hi-Lift" elevators 56' and 74' for silo work and all-the-way-back bale delivery.



**Mt. Hawley MFG. CO.**

Mt. Hawley Airport Dept. B-4 Peoria 4, Ill.

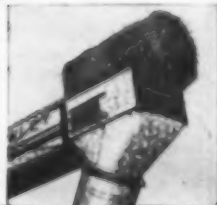
#### Other Mt. Hawley "Selling" Features

1. "Easy-Flow" feeder, completely balanced from ground to elevator and return. Even a 10 foot feeder can be lifted with one hand. Spring tension easily adjustable to suit each individual.
2. Double X trussing top to bottom and THROUGH the joints. Gives the same effect for stiffness and rigidity as though the main elevator leg was made all in one bridge-framed piece.
3. 17 in. inside measurement main elevator trough with proper depth for round and square bales.
4. Automatic spring tension head shaft; keeps chain and flights taut, preventing buckling and damage.
5. Fufel, self-aligning ball bearings, head and foot shaft. Finest on any farm elevator.



#### ROUND OR SQUARE BALES

Both inside width and depth—17" x 54"—is practical for round or square bales. Flights are pulled above center line and chain and flights always have spring tension against them to prevent tilt from bale weight. Bales are carried as fast as dropped into trough. There's nothing to impede their travel!



cause it's us," he said. "We have a reputation the farmers like."

"All five of us are salesmen and any deal made by any of the five is backed up by the other brothers. But some people refuse to deal with anyone but Herbert. Others won't trade with anyone but me. Some won't trade with anyone but Milt, because he's a farmer like they are and they think he's easier to deal with."

"You have to know your customers and it's getting more and more important to know the wives of customers. We helped get square dancing started around here, in fact, gave one dance free. Since those square dances we have been able to do more business with a good many families simply because we got to know the wives better."

Herbert offered the information that the Vieths do their own financing.

"For at least two reasons," he added. "For one thing, the banks won't take some paper without recourse. If we have to stand back of the deal anyhow, we might as well stand back of it on our own paper."

"Then, when you do your own financing, that in itself is an in-

ducement to farm customers, especially in the sale of used equipment. A farmer will pay \$200 more for a used tractor bought from us than he would pay for the same tractor at a farm auction, just because we handle our own paper."

How did the Vieths develop those contacts with others, sometimes quite distant dealers, through whom they dispose of ten percent of used equipment?

#### Alert for Prospects

Well, some of those contacts are of many years' standing and date back to the horse-trading era. Other contacts are added from time to time. When any Vieth makes a trip, and they all travel extensively, eyes and ears are open to what is going on.

Information thus accumulated is filed away. In some sort of a cross-index card system? Not at all. There is not even a used equipment prospect list, in black and white. Occasionally E. L. jots a memo for future reference. But most of the prospect list and other fileable information is filed in the roomy and

apparently infallible memory of Herbert Vieth.

Even less conventional, perhaps, than the one-man record system is another policy of Vieth Brothers. They solicit no service business whatsoever.

They positively do not accept service work on any brand of equipment other than that they sell. On occasion they will accept for service the equipment of a regular customer. But customers know the Vieths prefer not to accept such service work.

"Too much trouble," E. L. volunteered. "You can get yourself into a lot of trouble selling shop labor at \$2.50 an hour to farmers. Trouble far out of proportion to the value of all the service work they could bring us."

Herbert expanded on the explanation.

"Too hard to find and keep good mechanics," he added. "Our shop is full all the time, anyhow."

"In peak season the shop is busy setting up new equipment, getting it started and servicing it in the field. In the slack season the shop is busy servicing our used equipment. When conditions permit we bring in some of the hands from the farm for about one day a week to either help set up new stuff or help clean up the old."

"No, we don't do as much reconditioning of used equipment for resale as a great many dealers. Most of our reconditioning is on used equipment already in very good condition, and clean. For the reason that such equipment requires less attention and less shop time."

"Much of it we don't touch. If you can get a farmer to recondition a piece of equipment himself, you're ahead on labor. We'll sell used equipment one of two ways. Either 'as is,' and the customer knows we don't stand behind the machine; or we'll sell it with a guarantee, in which case the price is different."

"You know, there is one thing we have learned and profited from. A pretty good tractor cannot deliver very much in the way of performance on a set of slick tires. We are in the tire business, too. Lots of tractors don't need to go through the shop for reconditioning. All they need is new tires. Some surprising improvements in tractor performance can be realized by putting on new tires."

Vieth Brothers are the biggest parts dealers in their factory district and maintain a \$45,000 parts



### FINE EDGE TOOLS SINCE 1886

COUNCIL Bush Hooks are made of finest quality high carbon tool steel, reinforced on each side by soft steel extension from the eye. The hook is forge-welded, hammered to shape, ground to cutting edge and tempered in automatically controlled electric furnaces.

Write for descriptive catalog on Bush Hooks, Bank Blades, Weed Cutters and allied items.

Distribution through Jobbers

**THE COUNCIL TOOL COMPANY, INC.**  
WANANISH, NORTH CAROLINA

inventory, at dealer cost. Herbert Vieth contends a complete parts stock of that size helps sell new and used equipment, in addition to building good will.

"If a man drives 50 to 100 miles to buy his parts, he is likely to buy his machinery at the same place," commented Herbert. "People know they can get any parts needed here. That induces parts customers to think about buying equipment at the same place. During wheat harvest there are some customer cutters who wait until they get to Kingfisher to service their combines. They park their combines around here on our lots and do their own service work, where they know they can get any part that might be found necessary when the combine is torn down."

E. L. observed that farmers thereabouts know that someone in the Vieth organization will get out of bed any time at night for almost any parts ordered.

"During the harvest, our parts department is open seven days a week and 18 hours a day," E. L. added. "Parts business is such during harvest the parts department opens at dawn and is open until midnight. Even then, some of our customers want to know if we spend half our lives sleeping."

In eliminating trade-in losses in their business, the Vieth Brothers have capitalized on a singular advantage that cannot be listed among the operating assets of a majority of farm equipment dealers. It cannot be bought. It cannot be created through organization. It cannot now be acquired by any means.

Herbert, the boss Vieth, has been a horse trader. He grew up in the atmosphere. In horse trading he laid the foundation of the Vieth enterprises.

His youngest brother, E. L., sums it up this way:

"Anyone who ever made a living trading horses knows all the angles. Horse traders learned the hard way and Herbert is a graduate of the toughest prep course and the most complete curriculum. It's pretty hard to out-trade an old grad from that school."

#### Farm Equipment Institute Hold Annual Meeting . .

(Continued from page 134)

gets rid of socialism and Karl Marx in Washington.

Stalin, he said, proposes that America tax herself to death — a procedure progressing rapidly because of monumental waste by the military. We may be in a state of permanent armament for years and we must preserve the nation's economy.

Our foreign policy, he said, is taxes. "Our policy is that of keeping our magic economy going. It was made magic by people who were free, of character and of fervor. But governmentalism is destroying part of each of these."

But he predicted a return of

the principles and type of men who made America strong, "for the land is bright with the will to survive."

Opening the second day's business session, Dr. Arthur L. Faubel, secretary-treasurer of the American Hardware Manufacturers Association, gave "A Look at the Outlook." Dr. Faubel, noting the downward trend of exports, predicted that the current boom should last at least another six months. A year from now, he continued, our economy will be vulnerable to every adverse influence.

**For fast, clean cutting  
under all conditions your  
customers depend on**



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MANUFACTURING CO., INCORPORATED

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HERSCHEL PARTS, the product of specialists in the manufacture of farm cutting edges for 66 years, are guaranteed to fit accurately the applications for which they are intended. Field-tested, they're first in quality, first in uniformity. Your customers can always depend on HERSCHEL PARTS.

- WRITE FOR THESE SALES AIDS: copies of Herschel Catalog No. 67 and the Herschel Wall Chart showing parts to fit all makes of power mowers are available on request.

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He cited inflation as one of the worst threats to western civilization. It is, he said, a direct result of our fiscal policy over the past 20 years. Abandonment of the gold standard was a dishonest act, the current paper money financial basis providing the means for inflation.

To combat inflation, Dr. Faubel recommended that the government cut down on expenditures, that either spending be reduced or taxes revised so that the government can operate in the black.

Concluding the second business session, Clarence Manion, South Bend, Ind., author and former dean of the law school at Notre Dame, spoke on "Blue Print for Freedom."

The nation's problem, he said, is not political or economic, but moral. He cited the individual rights inherent in all people and specifically protected in America by the Constitution.

"When God and morals go from a people, despotism comes in," he said. "A demoralized people are a tyrannized people." He warned that treaties and agreements made by the U. S. with other nations are given a place of authority above the Constitution. He urged support of the Bricker Bill, which would subordinate all treaties to the Constitution.

A featured speaker on the closing program, David F. Austin, executive vice president, United States Steel Co., warned that as businesses have grown bigger the boss has lost intimate personal contact with his employees, the result being a loss of the medium of exchange. In citing the rise of unionism, he said that over the years employees have lost interest in the boss because he seemingly had lost interest in them.

"We must get back on the right road," he said, "first by determining the problem in our own organization."

In his talk on "Our Free Market Heritage," the final speaker, W. A. Roberts, president, Allis-Chalmers Mfg. Co., faced the future with optimism. "I'm bringing you no call for pall bearers. Despite the problems of today, we will get through them for a better tomorrow."

"We must get back to values," he said, "And we must sell it. There is no short cut in merchandising."

Mr. Roberts called for more aggressive industry leadership in conservation matters and predicted that at some time atomic energy

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Write for General Catalog

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ROCKFORD, ILLINOIS

would be utilized by the farm equipment industry.

An innovation this year, afternoons were free of formal business sessions, allowing members to take part in entertainment such as golf and trap shooting arranged by the auxiliary. The traditional Harvest Home Party attracted the usual throng of delegates in overalls and gingham. Added to the program this year was the President's Party, held on the convention's second night.

The convention closed with its annual banquet, at which the featured speaker was Ed Lipscomb, president, Public Relations Society of America.

Elected for three year terms on the Executive Committee were: H. H. Howard, director of Sales, Caterpillar Tractor Co.; T. A. Farrell, president, Dearborn Motors, and P. V. Maudlin, executive vice president, International Harvester Co. Re-elected for a one-year term was H. C. Angster, executive secretary and director, National Association of Domestic and Farm Pump Manufacturers. E. R. Klassy, president, James Mfg. Co., was named to fill the place of W. J. Fisher.



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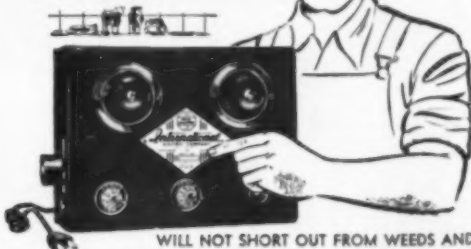
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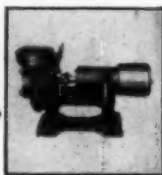
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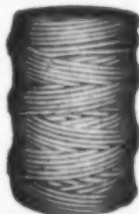


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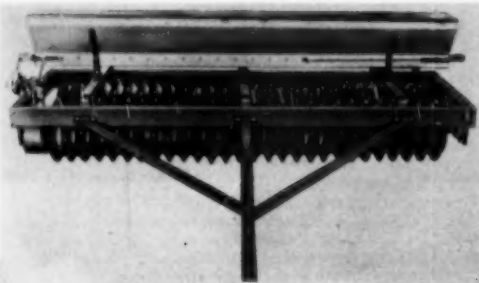
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Zimmerman & Son, S. M.	171
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# LOOK AT THESE THREE FAVORITES WITH FARMERS



- SEEDS, FERTILIZES AND RENOVATES without sacrificing the established sod
- DESIGNED to fit all popular makes of tractors
- FEATURES famous "Ezee-Flow" hopper, with dual distributor mechanism and adjustable metering shutters
- WORKS well on contours
- WEIGHS 800 pounds empty, with hopper capacity of about 400 pounds
- SOLD EXCLUSIVELY through farm implement dealers



MODEL C-1

- Ideal for mowing pasture lands, cutting corn and cotton stalks and for cutting bushes and clearing brush in land reclamation
- Cuts a big 5-foot swath with single high tensile blade
- Cutting height of blade adjustable from 11½" to 12"
- For use with Ford, Ferguson and all 3-point type hydraulic systems



MODEL C-3

- Cutting width is 10 feet (three blades with spring-loaded clutch mounted over each blade)
- Equipped with hydraulic cylinders for raising and lowering from tractor seat
- Cutting height: 2" to 18"
- Shipping weight is 1500 pounds (shipped less tires and tubes)

*We invite you to join the many successful dealers who are selling these*  
**TAYLOR** products...  
 ...MAIL COUPON NOW

## TAYLOR MACHINE WORKS Louisville, Mississippi

Send me information on: ☐ Pasture Dream;  
☐ Pasture Dream Clipper (Model C-1); ☐ Pasture  
 Dream Clipper (Model C-3).

NAME \_\_\_\_\_

FIRM \_\_\_\_\_

ADDRESS \_\_\_\_\_



# YOUR CUSTOMERS WILL SEE FULL PAGE AND QUARTER PAGE ADS LIKE THIS EVERYWHERE IN NATIONAL MAGAZINES, FARM PAPERS, WEEKLY AND DAILY NEWSPAPERS !

**Warp's**



Warp's Packaged Moulding (Wood or Fibre) fits alongside Warp's Merchandise (WWM-500) for a natural "tie in" sale, extra profits and more satisfied customers.

**Winter-Proof Your Home NOW!**

Just Tack On One Of Warp's Transparent Window Materials. Keep Out Cold, Wind, Rain, Snow!

This porch was enclosed by the owner and his wife in just two hours for only \$11.50 and is easily converted back to a screen porch in summer.

You can do the same with one of Warp's Top Quality Window Materials.

**Same Porch - Later! Cost Only \$11.50**

**Warp's**

**GUARANTEE**

Today, as throughout our 28 years of making Top Quality Window Materials, we Guarantee Satisfaction or Your Money Back. Only the Genuine is branded "Warp's" along the edge.

WARP BROS., Chicago 51.

**40 BIG RADIO STATIONS Too !**



**with one of WARP'S TOP QUALITY WINDOW MATERIALS**

Make a winter-tight storm door for \$1.50— a storm window for less! Just tack on one of Warp's flexible, shatterproof Window Materials right over your screens. You'll have positive protection against winter cold, and you'll save up to 40% on fuel bills.

You can close in a 6' x 9' windswept porch for as little as \$11.50 with one of Warp's Top Quality Window Materials. Think of it — an extra warm, sunlit room, flooded with — use all winter long — year after year — for Healthful Ultra-Violet rays, that you can — are also ideal for Unbreakable Basement, Barn, Garage and Poultry-House Windows.

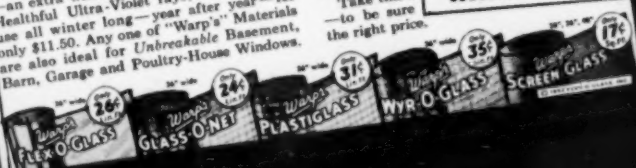
## MAKE LOW-COST STORM DOORS, STORM WINDOWS & PORCH ENCLOSURES WITH ONE OF WARP'S TOP QUALITY WINDOW MATERIALS

Only your own local Hardware, Lumber, or Feed dealer has a Genuine Warp Brothers' Window Material for every purse and purpose. ("Warp's" are not sold by Mail Order — insist on best by name.)

House! Ask for on FLEX-O-GLASS, PLASTIGLASS, or WYR-O-GLASS every yard is branded along preferred by satisfied users.

Take this ad — to be sure the right price.

**OVER 44,000,000 ADS DURING NOVEMBER WILL URGE FOLKS IN YOUR COMMUNITY TO BUY WARP'S WINDOW MATERIALS**



**50% MARK UP**

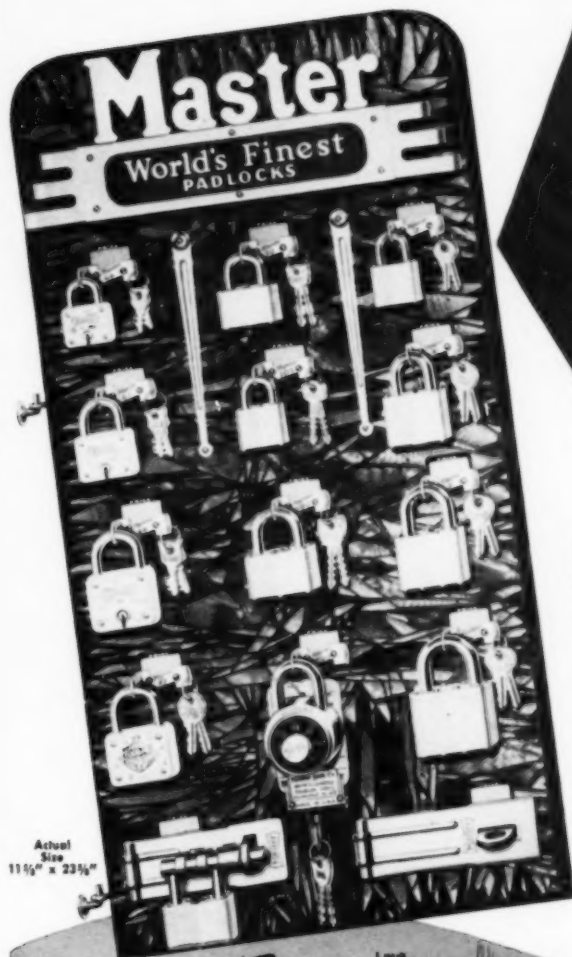
**CARRIED BY LEADING HARDWARE JOBBERS EVERYWHERE**

WARP BROS.

28 YEARS OF PIONEERING LEADERSHIP IN PRODUCING FLEXIBLE WINDOW MATERIALS

CHICAGO 51, ILL.

TUNE IN WARP BROS. WLS National Barn Dance Every Saturday Night at 7:30 P. M. (CST)



Actual  
Size  
11 1/2" x 23 1/2"

# America's NO. 1 Padlock Salesman



## KEEP MASTER'S NO. 100 DISPLAY WORKING FOR YOU

Cash in on the extra sales appeal of the most effective merchandiser in padlock history. Keep your No. 100 Display filled, keep it in a high-traffic spot, and your Master Padlocks will sell themselves! Because this "silent salesman" shows a complete padlock line, it makes new sales for you while you're waiting on others. Many dealers are utilizing this eye-catching board in show windows as well as inside their stores.

Make sales faster — faster than ever — with your Master No. 100 Display!

## NO. 100 DISPLAYS ARE AVAILABLE FROM YOUR JOBBER

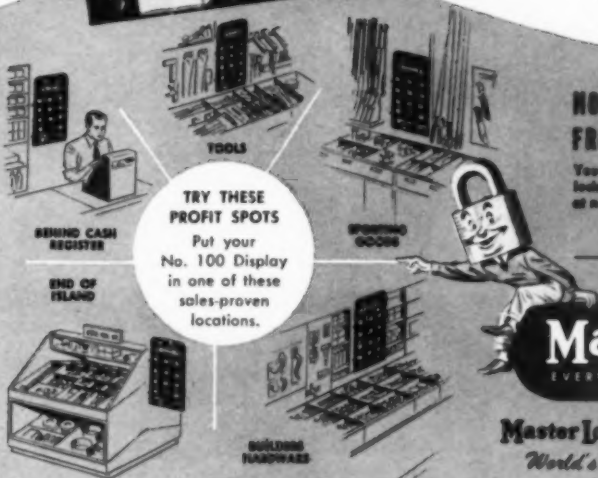
You buy only 2 each of 14 fast-selling Master padlocks at regular price . . . No. 100 Display is yours at no extra cost.

RETAIL VALUE	\$65.00
YOUR COST	15.00
YOUR PROFIT	\$ 50.00

## Master Padlocks

EVERY ONE AN OUTSTANDING VALUE

Master Lock Company, Milwaukee 45, Wis.  
World's Leading Padlock Manufacturers



### TRY THESE PROFIT SPOTS

Put your  
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in one of these  
sales-proven  
locations.

the

makes the shovel, and **Ingersoll** makes

the

**GUARANTEED** split-proof, curl-proof

WHENEVER you need  
SPECIAL STEELS  
for special purposes  
check first with

SHOVELS

SCOOPS

- carbon electric steel for tank clutch discs • alloy steels • armor plate • clutch plate steels • tillage steels • soft center steel • shovel steels • knife steels • saw steels, including high speed hack saw blade steels • Tem-Cross steel • heat-resisting steels • stainless steels • IngAclad stainless-clad steel



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